

LIFE



TERRIER BARKING UP TREE

APRIL 5, 1937

10 CENTS



LADY... *Take it Easy*

*Take a day off from the kitchen
... Serve this delicious meal-in-a-minute that's sure to win praise
from every member of the family.*

Glance below at a picture of an old favorite American dish prepared a new-fashioned way... Van Camp's Pork and Beans made into a delicious rarebit.

It's Van Camp's way of saying to you, "Enjoy your leisure today... away from meal-planning worries. Tonight serve a tempting meal-in-a-minute that will win a vote of approval from the hardest-to-please member of the family."

Don't think for a minute this is an ordinary dish. The beans which make

it taste so good are no ordinary beans. They are Van Camp's—choice, mealy, hearty—prepared from a famous recipe as only Van Camp's master chefs can prepare them.

For more than seventy-five years Van Camp's has pioneered in producing foods famed for palate-tempting flavor. For generations Van Camp's has made meal preparation easier. Today this famous brand of foods is the *oldest* line of nationally advertised canned foods in America.

You'll find in the Van Camp's line many tasty, time-saving favorites prepared from world famous recipes. And here's a timely thought on thrift; Van Camp's everyday prices are lower than most nationally known canned foods.

Copyright 1937 Van Camp's, Inc.



Always keep these Van Camp's table treats on your pantry shelf: Chili con Carne • Spaghetti • Vegetable Soup • Tomato Soup • Chili Sauce • Catsup

Poor me... at 8...

Waked up feeling so sickish and headachy. I thought I'd never get dressed for my big date at lunch. But mother brought me two teaspoonfuls of Sal Hepatica in a glass of water and...



Happy me... at 1...

My head clear, my pep back, I must have looked good to Jim. For it was over the lunch table that he asked me the question I'd been longing to hear. Mother's right—it pays to take a laxative that counteracts acidity, too.



On important days... take the laxative that **COUNTERACTS ACIDITY**, too

HAD YOU REALIZED...?

Acidity is the usual thing when you're constipated.

And unless you counteract that acidity, as well as rid your intestines of wastes, you won't feel top-notch.

But try Sal Hepatica—the laxative that helps Nature do both quickly.

How Sal Hepatica helps

Sal Hepatica not only cleanses the intestinal tract—quickly, gently,

thoroughly—but Sal Hepatica brings about a definite alkaline (anti-acid) action to swing your system toward the alkaline reserve so necessary to buoyant health.

And what a difference these two actions make in the way you feel! Head clearer, energy returned, you'll be peppier, in higher spirits!

Sal Hepatica acts in natural ways—is not irritating nor is it habit-forming. Get Sal Hepatica today.



TUNE IN: Fred Allen's "Town Hall Tonight"—Full hour of music, drama, fun. Every Wednesday night—N. B. C.—coast to coast.

Sal Hepatica does **BOTH!**

This One



WBTO-LOH-4YXP

THEY'VE NEVER BUILT A CAR TO FIT A **SQUIRMER**



And Likely Never WILL!

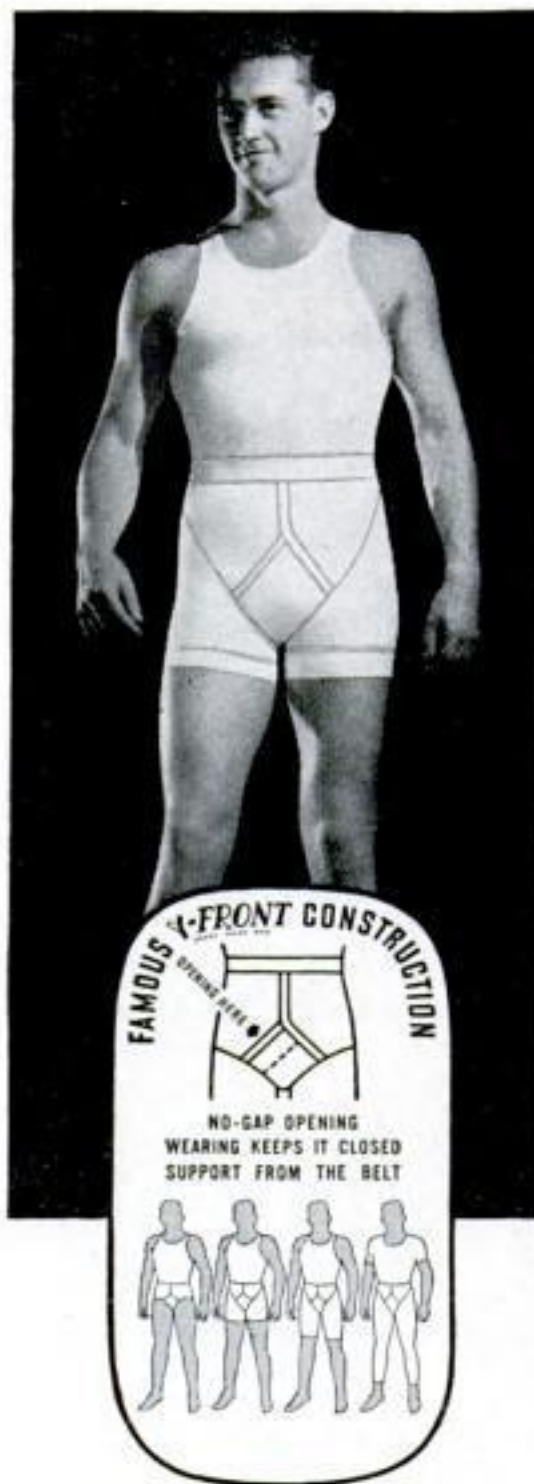
Automotive engineers are clever, but despite all they do to build the driver's seat to fit you, the non-skid upholstery fabric, plus the pitch of the seat, plus a long drive make you slide into the relentless clutches of your underwear.

So the next time you fret at the wheel of your car it's probably because of misfit undergarments that are taking your mind off your driving. Don't do a roadway rhumba . . . it's dangerous! Folks don't like to sit beside a *squirm*er either—so get streamlined for comfort's sake.

Coopers Y-Front masculinized underwear is great for outdoor action—golf, tennis, riding, climbing or hiking. For swimmers there's even special Coopers J-B Sport Trunks with Jockey-Bellin shorts inside! All Coopers masculinized garments give firm but gentle and restful support.

Coopers Jockey shorts with the Y-Front construction leave no excess material *anywhere* to bunch or creep. The Y-Front, an exclusive Coopers feature, gives the support you need for absolute comfort and freedom . . . stops your *squirming*—wherever you are, whatever you're doing. No bunching, no binding . . . and no buttons.

Varied lengths: Jockey, very brief; above the knee; knee; calf; and ankle. Shirts—sleeveless or short sleeve. The garment 50 cents and up at your favorite men's store.

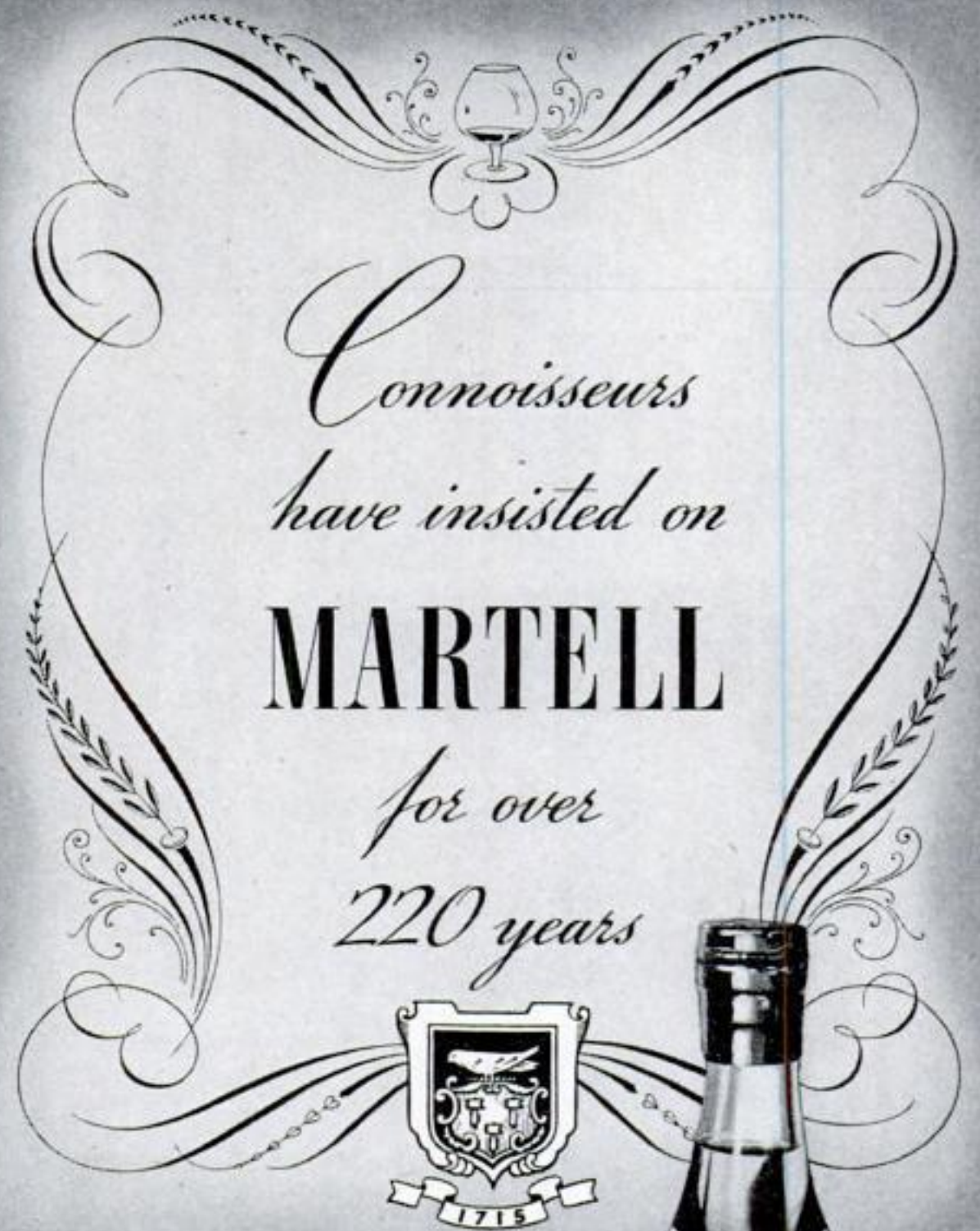


Your dealer has varied lengths
for your selection

Coopers INC.
KENOSHA WISCONSIN

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • SEATTLE
In Canada: Made and Distributed by MOODIES, HAMILTON, ONT.

MASCULINIZED UNDERGARMENTS
HOSIERY • SPORTSWEAR



WHEN you order Cognac as an after-dinner liqueur, or in a highball, do as the connoisseur does—demand a Cognac that is *Dry*, not sweet. Demand **MARTELL**—the Cognac of the Connoisseur since 1715.

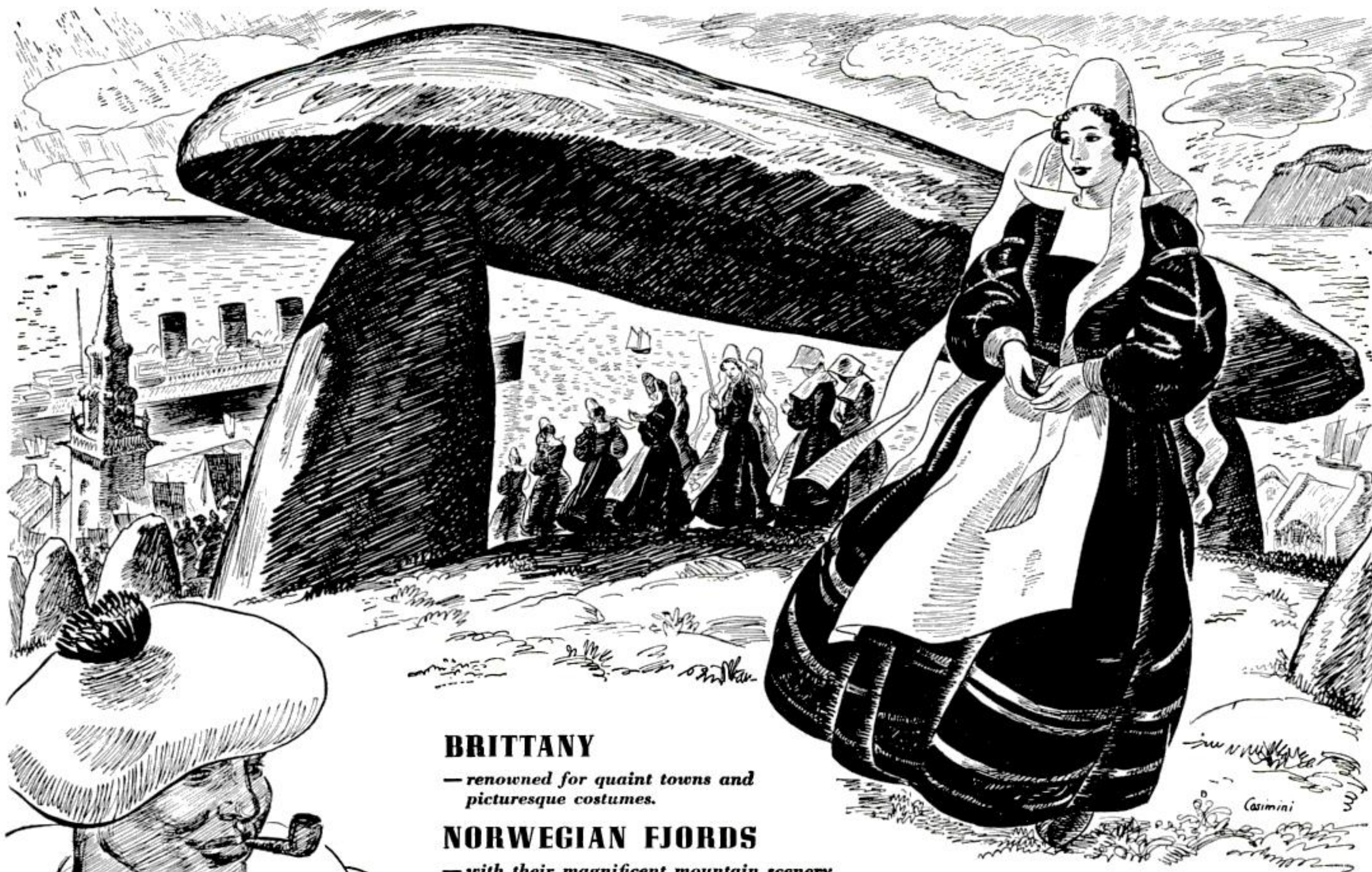


84 PROOF

MARTELL
The COGNAC Brandy
for every occasion

BOTTLED IN COGNAC, FRANCE, SINCE 1715

Imported by PARK & TILFORD Import Corp., New York, N.Y.



BRITTANY

—renowned for quaint towns and picturesque costumes.

NORWEGIAN FJORDS

—with their magnificent mountain scenery.

IRELAND—a charming country that few travelers know.

SCOTLAND—with historic Edinburgh and the romantic Highlands.

All these and other interesting countries, including Germany, Holland and Denmark, are on the program of the Raymond-Whitcomb

Northwest Europe Cruise

Sailing June 26 in the French Line S. S. "Paris"

A new summer cruise along the shores of Northwestern Europe and the British Isles, from France to the Fjords of Norway. With stops at twenty historic, picturesque and important ports in eleven countries, and excursions to many other notable places that ordinarily it is impractical to visit.

This is an exceptional opportunity to visit, with all the traditional comfort of Raymond-Whitcomb cruises, a famous and fascinating section of Europe much of which is not on the usual travel routes or the programs of other cruises.

At sea, the luxuries and the delightful holiday atmosphere of a great French liner that is an authentic bit of France . . . and the largest ship to make a cruise to Europe this summer. 32 days from New York over the 8000-mile cruise route to Southampton and Havre, with return passage by French Line steamers through the year.

Rates, including return, \$565 up

For particulars see your local travel agent . . . or

RAYMOND - WHITCOMB

New York: 670 Fifth Avenue (at 53rd Street)

Boston: 145 Tremont Street & 122 Newbury Street

Philadelphia: 1517 Walnut Street

Cleveland: 841 Union Trust Building

Chicago: 320 North Michigan Avenue

NORTH CAPE—RUSSIA CRUISE

The annual Raymond-Whitcomb summer cruise to Iceland, Norwegian fjords and cities, Sweden, Denmark, Finland, Danzig and Russia. To sail June 26 in Cunard White Star "Franconia." \$525 up.

CORONATION OF GEORGE VI

Accommodations from May 11 to 14 in the S.S. "Orion," largest of the liners to serve as floating hotels in the Port of London during the Coronation. Rates, May 11 to 14 inclusive, \$75 up.

Choice seats for the Coronation Procession on May 12 in the Westminster Abbey Stand. Prices 18 to 50 guineas.

INDEPENDENT TRIPS IN EUROPE

Independent trips that are especially planned to meet the wishes of the traveler in date, places visited, program and other matters. The cost is also directly in his control, for he can set his own total figure or specify a rate per day. Send for the new Raymond-Whitcomb folder, "Europe on Your Own," containing a useful travel map of Europe.

SPEAKING OF PICTURES...



1 Florence Kaplan of Brooklyn begins to dress for her wedding hours beforehand.



2 The maid of honor helps Florence into her satin wedding dress.



3 Florence applies the last touches. She is 20, got \$15 in a sweater factory, was fired a week after marrying. Her groom is 23, gets \$25 airbrushing lampshades.



7 The bridal party arrives at Rev. Joseph Ornest's Little Paradise, "private weddings and parties." Rev. Ornest charges \$50 for his services and use of his hall.



8 From underneath her lilies, the bride signs the civil marriage certificate. Later, groom, cantor and the witnesses sign the *Ketubah*, Hebrew marriage contract.



12 The Rev. Ornest reads the marriage certificate first in Hebrew and then, as is custom, in English.



13 William plights his troth by placing wedding ring on the second finger of Florence's right hand.



14 The bride sips the sacramental red wine, then passes the glass to the groom who nervously gulps the rest.

... THIS IS A JEWISH WEDDING



4 William Kobrinsky, the nervous groom, lets his best man fix his stiff collar.



5 The page boy's nose needs wiping and his pants need hitching up.



6 The groom calls for his bride. This is unorthodox since by ancient Jewish custom, a groom does not see his bride for 24 hours before meeting her at the altar.



9 Aware that all eyes are on her, Florence starts down the aisle with her parents.



10 Under a canopy of artificial leaves and lilies, the cantor sings the Hebrew service.



11 While the cantor sings, the guests sit on the verge of tears. A Jewish wedding is a tearful affair during the ceremony, a gay one afterwards.



15 Ceremony ends when groom smashes glass beneath heel, reminder of destruction of Jerusalem's temple.

Recently William Finley, a New York cameraman, grew tired of seeing photographs of smart socialite weddings, realized that he had never seen a good pictorial description of a wedding that was definitely middle or working class. He decided to fill the gap himself, went to Brownsville, the big Jewish section of Brooklyn. There he met Florence Kaplan who was going to marry William Kobrinsky. Miss Kaplan was soon persuaded to let Mr. Finley photograph her wedding. The day it took place, Mr. Finley and two assistants invaded the bride's home, followed the party to the wedding hall and stayed for the feast afterwards. The result is on these pages: a faithful photographic documentation of an orthodox Jewish wedding. Such a wedding, in America today, has a half American, half

old-world flavor. The bride's dress is a copy of one a Fifth Avenue bride might wear. The groom is correctly garbed in hired tails and white tie. But the cantor wears his *Tallith*, or praying shawl, and the participants all stand together under the *Chuppah*, or the canopy, beneath which all good sons and daughters of Israel are married. The male guests combine conventional American sack suits with *yarmulkas*, or black skull caps, worn in prayer. A soprano sings *O Promise Me* as the bride moves down the aisle. Then the cantor takes up the service in sing-song Hebrew. There is American rye whiskey and sandwiches cut into stylish shapes and patterns. There are also gefüllte fish, pickled herring, sweet red wine and brown honey cake. When it is all over, the young couple go off to take up the job of living on \$25 a week.

(continued on page 7)

FLOOD WATERS WRITE AMAZING TESTIMONIAL



As flood waters raged, in the worst flood in Ohio Valley history, many a Cincinnati business man hoped for little more than four walls in which to start over again. Receding water would leave two weeks' collection of mud, slime and grease on walls, floors, furniture that would spell ruin in most cases.

Before the flood, W. H. Pritz, president of the John Mueller Licorice Co., had his office walls covered with DURAY, a new kind of washable wallpaper, in a natural wood pattern. Said he, "During the recent disastrous flood, water reached practically to the ceiling and remained there for over a week."

"Waters receded, and we entered our offices with dread. To our amazement when we cleaned up, we found the DURAY adhering to the walls, and in practically as good condition as when originally applied. Nothing was required except a thorough cleaning to bring the DURAY back to practically 100% appearance."



"The condition of the DURAY," (a wood grain pattern shown above) "was all the more remarkable because neither the paint, varnish nor the real wood paneling in our offices withstood the effects of the flood." Impressed, Mr. Pritz suggested that pictures be taken.

A wreck, was the Mueller Company sample room adjoining Mr. Pritz' office. Painted walls, woodwork, flooring had to be completely done over. Yet they took no greater punishment from the flood waters, than those covered with DURAY—the amazing new kind of wallpaper.

Secret of DURAY durability lies in the special kind of paper covered with a base coating of imported oils, and stain-proof, waterproof pigments. DURAY patterns are then printed in lacquer type inks, and baked to a finish as washable as that on your auto.

DURAY looks like finest wallpaper, comes in rolls and goes on like wallpaper. Yet DURAY is 100% washable... resists dirt, grease, soot, stain, fingermarks... washes clean as easily as tile—with soap and water... leaves no streaks, rings, watermarks or fuzz. DURAY is not expensive.



Rub butter or any grease on DURAY. See how it washes off without a stain or blemish. As fresh and new looking as the day it was hung. Could any other washable wallpaper pass this test?

Dirt cannot grind into DURAY'S surface... but washes off completely—free from rings or streaks. Could any other wallpaper fail to smudge?

DURAY'S soft finish scrubs clean. No "fuzzy" watermarks. Could any other washable wallpaper take this punishment?

Get free samples. (See address at lower left.) Test DURAY'S washability. Note how DURAY'S lovely, soft finish keeps its fresh "new paper" look even after repeated scrubbing. Your wallpaper dealer or paper-hanger has DURAY in many attractive patterns and colors.

Send for Free Testing Samples to
CLOPAY CORPORATION, 1208 EXETER STREET • CINCINNATI, OHIO

SPEAKING OF PICTURES

(continued)



16 After the ceremony, the eating begins. Mr. Kaplan, the bride's father, first cuts the big twist loaf or *challah*, specially baked for the occasion.



17 The *kosher-tanz* features many Jewish weddings. Some elderly ladies can always be persuaded to dance in it. Above: the wedded couple's mothers.

IF SHE'S COMING OVER — I'M GOING OUT!

BUT YOU PROMISED TO TEACH JEAN THAT NEW DANCE STEP. THAT'S WHY SHE'S COMING!

THAT WAS BEFORE I KNEW SHE DIDN'T READ THE TOOTHPASTE ADS!

WHAT'S THE MATTER WITH ME LATELY, DOT? RAY'S NOT THE ONLY ONE WHO ACTS AS IF I HAD BAD BREATH OR SOMETHING!

SAY, WHY NOT TALK TO DR. MASON ABOUT BAD BREATH, JEAN?

MOST BAD BREATH COMES FROM DECAYING FOOD DEPOSITS IN HIDDEN CREVICES BETWEEN TEETH THAT AREN'T CLEANED PROPERLY. I ADVISE **COLGATE DENTAL CREAM**. ITS SPECIAL PENETRATING FOAM REMOVES THESE ODOR-BREEDING DEPOSITS.

THEN—THANKS TO COLGATE'S

I'M AFRAID MY BROTHER HAS FALLEN FOR YOU, JEAN!

YOU BET I HAVE! AND IN A BIG WAY!

...AND NO TOOTHPASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!

NOW—NO BAD BREATH BEHIND HER SPARKLING SMILE!

Most Bad Breath Begins with the Teeth!

TESTS show that 76% of all people over the age of 17 *have bad breath*—and that most bad breath comes from *improperly cleaned teeth*!

Ordinary cleaning methods, which merely polish exposed surfaces, fail to remove decaying food deposits in hidden crevices between teeth. And these deposits, tests prove, are the source of most bad breath, dull, dingy teeth, and much tooth decay.

But Colgate Dental Cream has a special *penetrating foam* which gets

into every tiny crevice—emulsifies and washes away odor-breeding food and acid deposits.

At the same time, Colgate's soft, safe polishing agent gently, yet thoroughly, cleans and brightens enamel—makes your teeth sparkle—gives new brilliance to your smile.

So brush your teeth, gums, tongue with Colgate Dental Cream at least twice daily and have cleaner, brighter teeth and a sweeter, purer breath. Why not get a tube today!





JOIN THE THOUSANDS OF SMOKERS WHO NO LONGER *P-F-F-T* TOBACCO

*Viceroy's taste better because no loose
tobacco gets in your mouth*



NEW IMPROVED FILTER TIP
brings out real tobacco flavor

SMOKERS who said "grand" before, now say "perfect!" TRY the new Viceroy's. Not only are irritating bits of tobacco kept from your mouth and throat, but the new filter tip brings out the full flavor of this superb blend of Turkish and Domestic tobaccos. Get a pack today and see! Brown & Williamson Tobacco Corporation, Louisville, Kentucky.



Viceroy 15

UNION MADE

THE FILTER TIP MAKES YOUR SMOKE COME CLEAN

TUNE IN JACK PEARL (BARON MUNCHAUSEN) NBC BLUE NETWORK, FRIDAYS 10 P.M., E.S.T.



84 PROOF

★ QUALITY
★ BOUQUET
★ CLEAN TASTE



The little town of Cognac has changed little in the century and three-quarters since Hennessy Cognac Brandy was first given to an appreciative world. Peasant vintners still bring their choicest "crus" to the Hennessy establishment. Hennessy Cognac Brandy is still made by the old-fashioned "pot still" method. The uniformity of Three-Star Hennessy, generation after generation, is one of the factors that make it the preferred liqueur.

Distilled and bottled at Cognac, France
JAS HENNESSY & CO Established 1765



HENNESSY

COGNAC BRANDY

SOLE AGENTS FOR THE UNITED STATES: Schieffelin & Co.
NEW YORK CITY IMPORTERS SINCE 1794

LIFE begins at the TOP OF THE TOWN

GLAMOUR!

Doris Nolan as a million-
aire's daughter with money to
burn and a red-hot idea.

SONGS!

Exotic Gertrude Niesen and other great
entertainers sing McHugh and Adamson's throbbing
hit tunes in TOP OF THE TOWN. Hear "Where Are
You?" "That Foolish Feeling," "Top Of The Town,"
"There Are No Two Ways About It," "Blame It On The
Rhumba," "Fireman Save My Child," "Jamboree."

LAFFS!

Hugh Herbert, Gregory
Ratoff... Henry Armetta... Mischa
Auer (the first time you've seen
these four great comics in one
picture), Ella Logan... Jack Smart
and countless others.

As big as LIFE and tops in laughter! A magnifi-
cent new musical smash of breathless beauty
—top speed—tiptop—topsy turvy—New Univer-
sal's great motion picture, TOP OF THE TOWN.

DORIS NOLAN . . . GEORGE MURPHY . . .
HUGH HERBERT . . . GREGORY RATOFF . . .
GERTRUDE NIESEN . . . ELLA LOGAN . . . HENRY
ARMETTA . . . RAY MAYER . . . MISCHA AUER
. . . THREE SAILORS . . . Peggy Ryan, Gerald
Oliver Smith, Jack Smart, The California Colle-
gians—dazzling cast of 350.

MADWAGGERY! The Three Sailors
... the screen's sensational new
three-way laff team.

A champagne-charged speedshow—rhythm—
revelry—romance—stunning gowns and ex-
quisite girls! You dare not miss it!

"TOP OF THE TOWN"

PRESENTED BY

NEW UNIVERSAL

who gave you "THREE SMART GIRLS"
and "MY MAN GODFREY"

ROMANCE! George Murphy—
Doris Nolan on a high-speed
elevator to happiness at the
Top of the Town.

Directed by Ralph Murphy—Associate Producer, Lou Brock
CHARLES R. ROGERS, Executive Producer

Smart people don't drive **DULL** cars



How does the world judge you? How do you judge others? You know how important it is to *look* your best. You know how careful you are about the condition of your clothes. Today, it's the very same thing with your automobile. The make and model car you drive is not half so important as *the way it looks*.

It isn't much trouble nowadays to keep your car shiny and lustrous all the time. Tumbler discovered that *the real cause of*

motor car dullness is *Finish Oxidation*. With this knowledge to work on, Tumbler developed cleaning and polishing liquids that *scientifically* remove finish oxidation and restore a brilliance like that of a brand new car.

Tumbler does this without the back-breaking work of rubbing and rubbing that was necessary with old-fashioned methods. It's positively thrilling to use. Try it. Take advantage of our money-back offer below. If your dealer doesn't have it, send us his name with \$1.25 and we will ship you the Tumbler Auto Beauty Process kit direct. Made by J. A. Tumbler Laboratories, Baltimore, Maryland, and J. A. Tumbler Laboratories, Ltd., Toronto, Canada.



The Tumbler Auto Beauty Kit contains (1) Haze Remover, a scientific liquid that safely and quickly removes Finish Oxidation, and (2) Brilliant Polish, a scientific liquid that restores new car lustre and retards Finish Oxidation.

MAKE THE FENDER TEST

Get the Tumbler Auto Beauty Kit pictured above. Use as directed on one small spot on your car's fender. Notice how quickly the brilliant lustre is restored with little or no effort on your part. If not the easiest and most efficient polish you ever used, return the kit to us with your sales slip and we will refund full purchase price.



TUMBLER

AUTO BEAUTY PROCESS

LUXURIES



America's
Luxury Whiskey



Few can enjoy the luxury
of owning Old Masters...

... but many can and do
enjoy the luxury of Park &
Tilford "Private Stock".
For generations it has been
Park & Tilford's finest —
acknowledged as one of
America's great whiskeys.

PARK & TILFORD Private Stock

A BLEND OF STRAIGHT WHISKIES
IN RYE OR BOURBON

PARK & TILFORD Distillers, Inc., New York, N.Y.

96 proof

GREATEST BARGAIN

IN TEN YEARS

Remington NOISELESS Portable NOW 10¢ A DAY!



MONEY-BACK GUARANTEE • 10-DAY FREE TRIAL OFFER

10-DAY FREE TRIAL. Now for the first time in history you can own a real Remington NOISELESS Portable for only 10¢ a day or \$3 a month. Think of it! The finest Remington Portable ever built at the lowest terms we have ever offered. Every attachment needed for complete writing equipment—PLUS THE FAMOUS NOISELESS FEATURE. Brand new. Not rebuilt. Send coupon today.

WE PAY ALL SHIPPING CHARGES. You don't risk a penny. We send this Remington Noiseless Portable direct from factory to you with TEN DAYS' FREE TRIAL. If you are not satisfied, send it back.

FREE → TYPING COURSE

With your New Remington Noiseless Portable we will send you—absolutely FREE—a 19-page course in typing. It teaches the Touch System, used by all expert typists. It is simply written and completely illustrated. Instructions are as simple as A, B, C. Even a child can easily understand this method. A little study and the average person, child or adult, becomes fascinated. Follow this course during the 10-Day Trial Period we give you with your typewriter and you will wonder why you ever took the trouble to write letters by hand.



FREE → CARRYING CASE

Also under this new Purchase Plan we will send you FREE with every Remington Noiseless Portable a special carrying case sturdily built of 3-ply wood. This handsome case is covered with heavy du Pont fabric. The top is removed by one motion, leaving the machine attached to the base. This makes it easy to use your Remington anywhere—on knees, in chairs, on trains. Don't delay . . . send in the coupon for complete details!



FACTORY TO YOU

The gem of all portables. Imagine a machine that speaks in a whisper . . . that removes all limitations of time or place. You can write in a library, a sick room, a Pullman berth without the slightest fear of disturbing others. And in addition to quiet a superb performance literally makes words seem to flow from the machine. Equipped with all attachments that make for complete writing equipment, the Remington Noiseless Portable produces manifold and stencil cutting of truly exceptional character. Furnished in black with shining chromium attachments.

SPECIFICATIONS. Standard Keyboard. Finished in glistening black with chromium attachments. Takes paper 9.5 inches wide. Writes lines 8.2 inches wide. Standard size, 12-yard ribbon. Makes up to 7 clear, legible carbons. Back spacer. Full size platen. Paper fingers, roller type. Black key cards

with white letters. Double shift key and shift lock. Right and left carriage release. Right and left cylinder knobs. Large cushion rubber feet. Single or double space adjustment. All the modern features plus NOISELESS operation. Write for full details today!

MONEY-MAKING OPPORTUNITIES OPEN. Hundreds of jobs are waiting for people who can type. A typewriter helps you to put your ideas on paper in logical, impressive form . . . helps you write clear, understandable sales reports, letters, articles, stories. A Remington Portable has started many a young man and woman on the road to success.



A GIFT FOR ALL THE FAMILY. If you want a gift for birthday Christmas or Graduation . . . one Father, Mother, Sister or Brother will use and appreciate for years to come . . . give a Remington Noiseless Portable. We will send a Remington Noiseless Portable to anyone you name, and you can still pay for it at only 10¢ a day. Few gifts are so universally pleasing as a new Remington Noiseless Portable. Write today.



Mail Now!

Remington Rand Inc., Dept. 15-42
315 Fourth Ave., New York, N. Y.

Please tell me how I can get a new Remington Noiseless Portable typewriter, plus FREE typing course and carrying case, for only 10¢ a day. Also send me new illustrated catalogue.

Name _____
Address _____
City _____ State _____



Her **FIRST** Telephone Call

A BRAND-NEW CUSTOMER used the telephone this morning. Betty Sue called up that nice little girl around the corner.

Every day, hundreds of Betty Sues speak their first sentences into the telephone. Just little folks, with casual, friendly greetings to each other. Yet their calls are handled as quickly as if they concerned the most important affairs of Mother and Daddy.

For there is no distinction in telephone service. Its benefits are available to all—

old and young, rich and poor alike. To Betty Sue, the telephone may some day become commonplace. But it is never that to the workers in the Bell System.

There is constant, never-ending search for ways to improve the speed, clarity and efficiency of your telephone calls . . . to provide the most telephone service, and the best, at the lowest possible cost.



BELL TELEPHONE SYSTEM



SIT-DOWN STRIKERS PROCLAIM THE SPIRIT OF 1937

The men in the picture above are Chrysler sit-down strikers, temporarily off duty in Detroit. Their particular grievances are the injunction which was issued but never enforced against them, and the "fence-jumper"—the workman who deserts his striking fellows. With a cockiness born of success, the sit-downers proclaim that theirs is the spirit of 1937. And if 1937 is accurately foreshadowed by its first three months, they are right.

American Labor enjoyed the most bountiful three months in its history. In the sit-down strike it had its most potent weapon and in John L. Lewis an extraordinarily effective leader. Three great victories were won with less bloodshed and bad feeling than has often accompanied one minor strike.

When 1937 began, Mr. Lewis was already labor boss of the coal industry. In February he won the first big sit-down strike at General Motors. Early in March the steel industry capitulated without a fight. On March 25 the Chrysler sit-down ended, with the prospect of another satisfactory settlement. Meanwhile Mr. Lewis and CIO have started an organization drive in the textile industry. After that, oil.

The sit-down strike is a forcible seizure of someone else's property. As such it is clearly illegal under any existing concept of law and only the most rabid of its friends have ventured to predict that a new concept will arise. But just as clearly, it is not revolution, for those who have used it

are not revolutionists. It is not so strange or different a labor tactic that no one thought of it before 1936. But in 1936, for the first time, Labor guessed that the tactic would be permitted in the U. S. A. The guess was right. Sit-down strikes have succeeded because they have not been interfered with. In Michigan, the seat of the biggest strikes, injunctions have been issued against them, but Governor Murphy has not chosen to enforce the injunctions.

As March drew to a close, the future of the sit-down was in doubt. Several States had taken action against it and the U. S. Congress was showing alarm. Many political dopesters expected that President Roosevelt would declare some Federal policy.



Cadillac Square, heart of Detroit, looked as it does above at 5:45 p.m. on March 23, with 60,000 people in it. Originally the meeting was scheduled for 4:30. Mayor Couzens and the City Council refused a permit but the Labor leaders said it would be held anyway. The Mayor quickly backed down, saving his face by issuing the permit for 5:45, "after the rush hour." The crowd, pouring down every avenue into the square, was so dense that it

stopped street-cars (*see below*). Detroit is one of the few U. S. cities in which CIO leaders are on good terms with A. F. of L. leaders. The strongest speech of the mass meeting was made by Frank X. Martel, an A. F. of L. boss. At right above is a corner of the courthouse toward which he gestured when he cried: "The rights of the workers in this city are going to be respected by the Mayor, by the Police and, by God, by these courts!"





LABOR THROWS THE HEART OF DETROIT

The temper of American Labor in the sit-down strikes was shown in the mass meeting which filled Detroit's great Cadillac Square on March 23. The meeting was called as a show of strength and a protest against the raids which police had been making on a few minor sit-downs. But the crowd was thinking more of the victories which Labor had won in a city which has always been open-shop. It was a good-natured crowd. They jostled quietly in the square, climbed on poles for a better view (*see right*) and acted much as they might have at a ball game. Hero of the day was Homer Martin, the bespectacled young man who gave up a Baptist pulpit to organize the automobile industry. Jubilant followers carried him on their shoulders (*see above*).

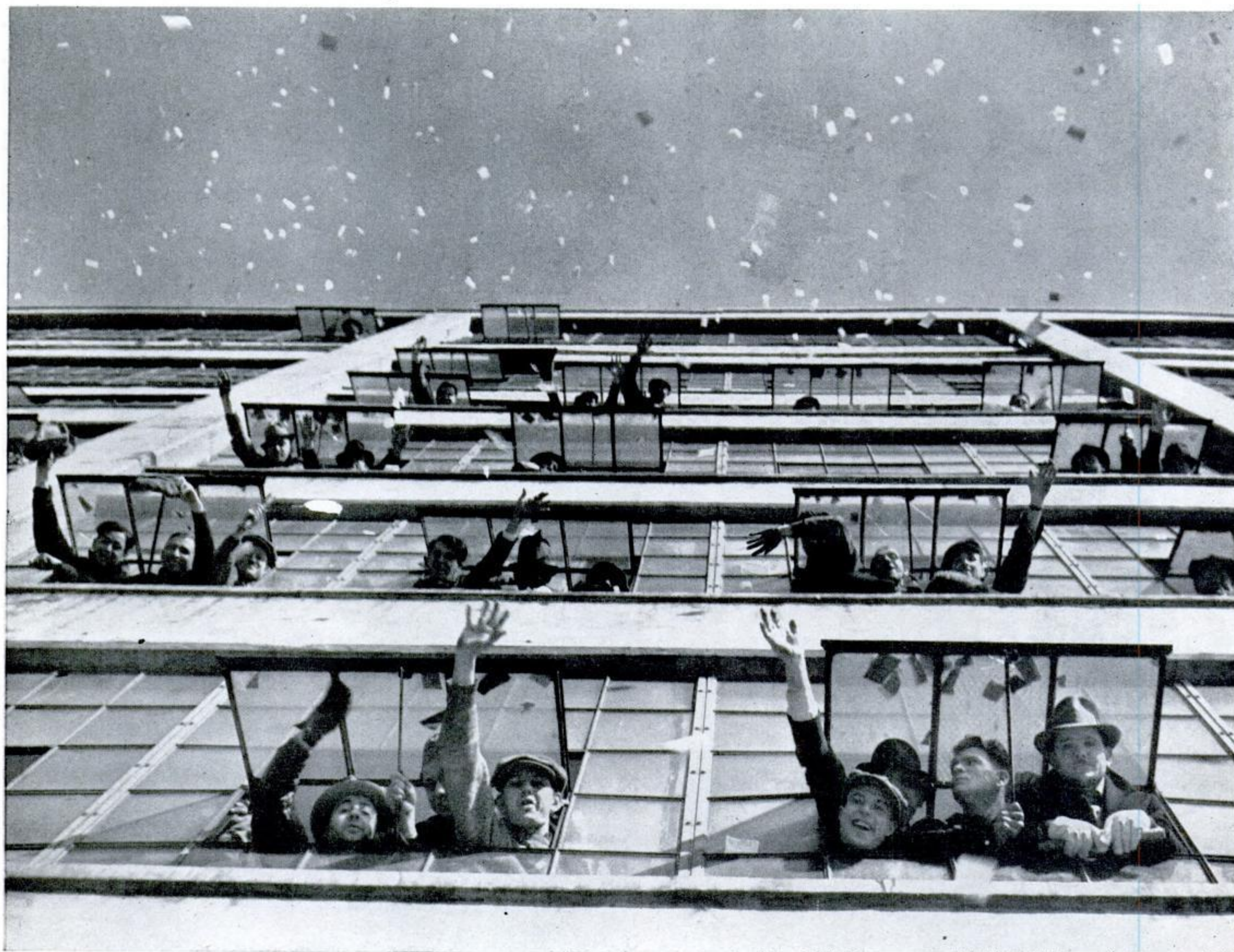
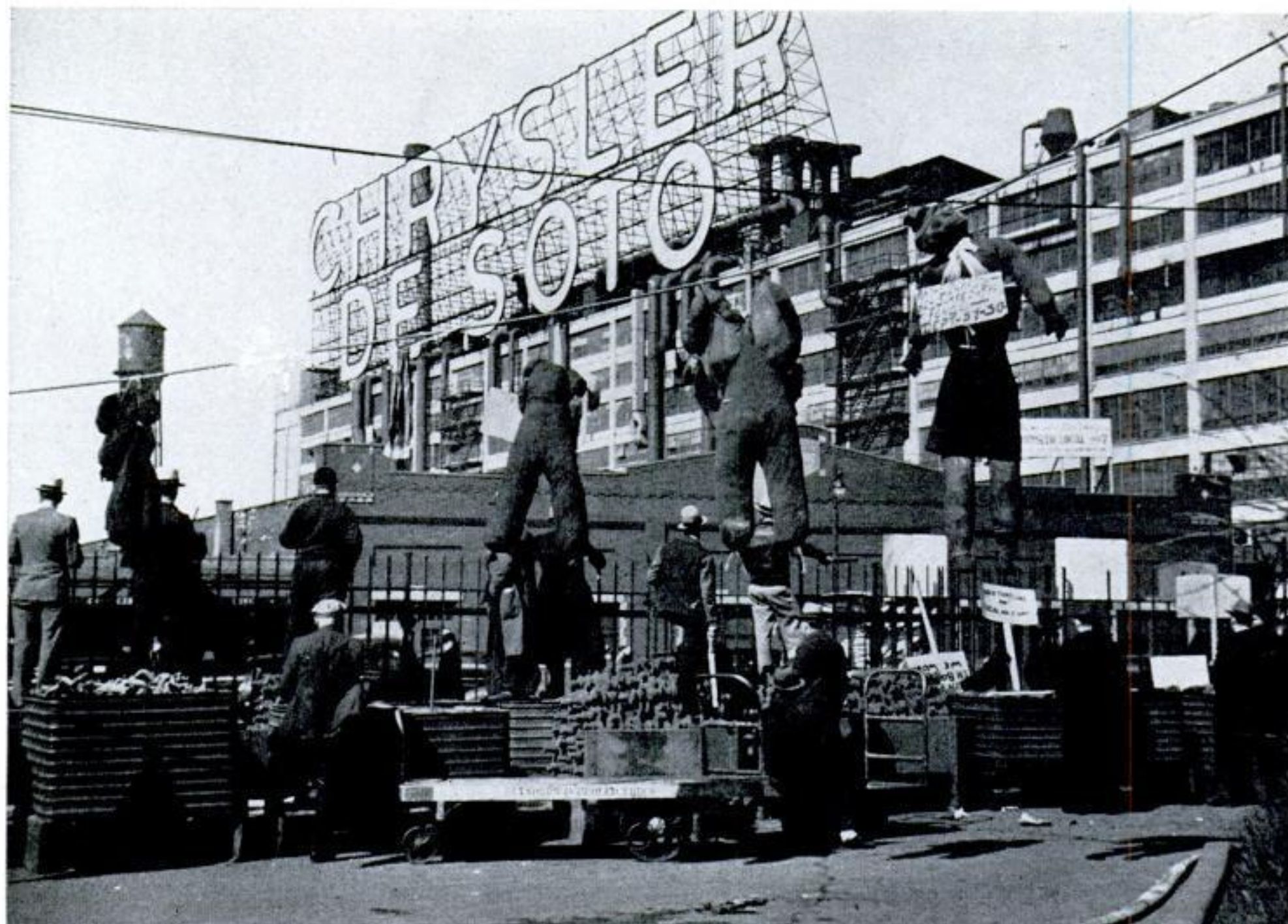
Only one other popular hero ever drew such a mighty crowd in Detroit. That was Franklin Roosevelt last October. While Hero Martin's rally was going on, Hero Roosevelt was posing, all smiles, for photographers at Warm Springs, Ga. (*see below*), apparently confident that Mr. Martin's friends are his friends too.



CHRYSLER STRIKE *(continued)*

In the General Motors strike last January sit-downers were frankly scared of what might happen to them. Nothing happened, and by March the G. M. strikers were back at their old jobs, getting better pay and a slower assembly line. The Chrysler sit-downers were much cockier. They wheeled up crank shafts and other auto parts to the plant fence (right), threatened to bombard any authority that tried to dislodge them. They strung up effigies like the one at right which is placarded: "Ray Edwards—He Jumped the Fence" (*i.e.*, deserted the strike).

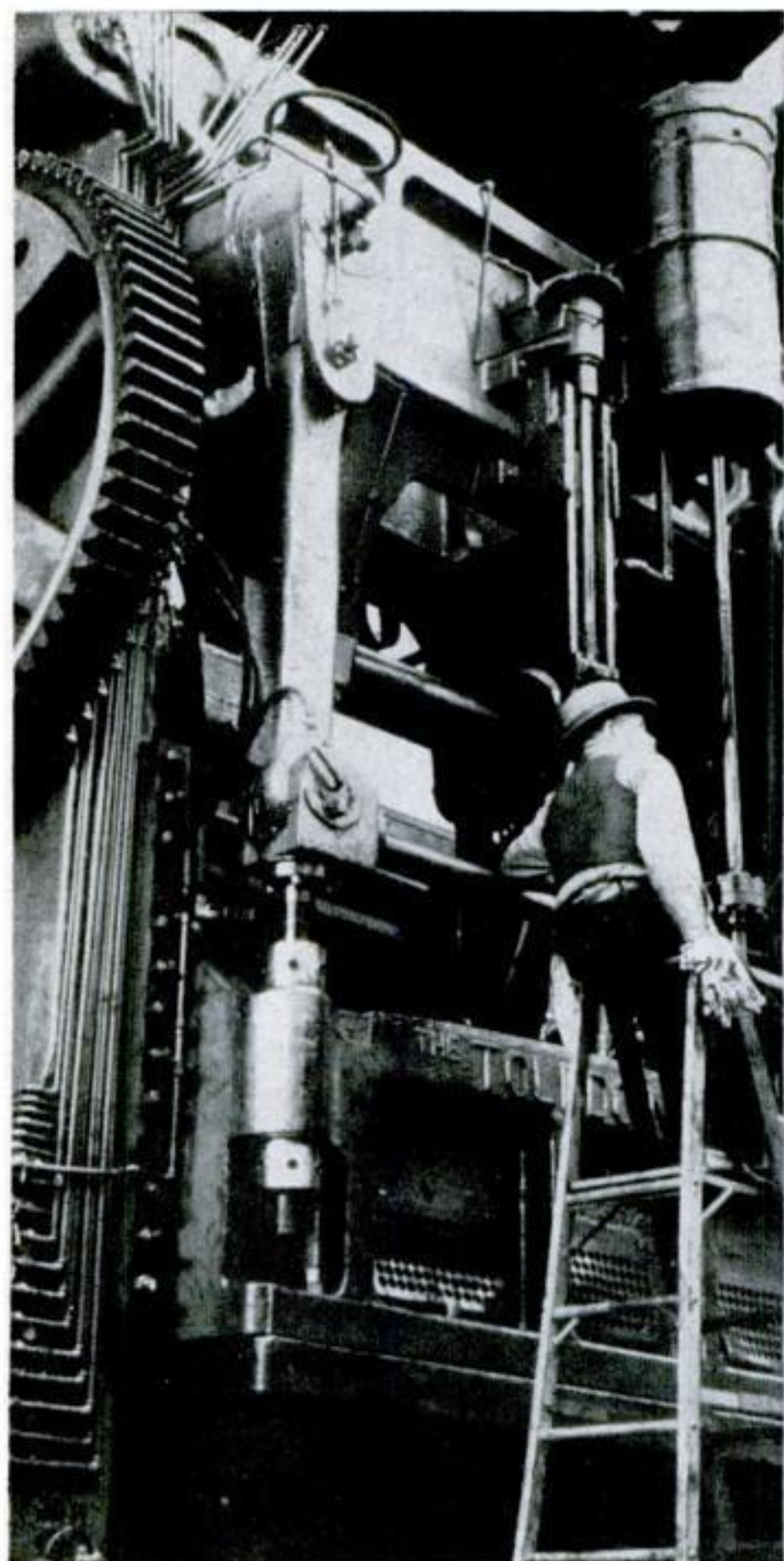
The Chrysler sit-down was begun on March 8 by minor union leaders, without the approval of John L. Lewis. It was ended on March 25 by Governor Frank Murphy. To his office at Lansing the Governor summoned John L. Lewis and Walter P. Chrysler, under the implied threat that, if they failed to come, any bloodshed would be on their heads. Both men came, and quickly reached a truce. On the surface the terms were less favorable to Labor than were those of the General Motors truce. Mr. Lewis agreed to withdraw the sit-downers and talk about exclusive bargaining later. But Mr. Chrysler agreed not to operate his plants until an agreement was reached.



A shower of paper was the answer of strikers in the Dodge plant to the injunction ordering their evacuation. A few

days later, when Messrs. Lewis and Chrysler agreed to a truce, it took many hours of talk by the union bosses to

persuade the strikers to leave. But they finally marched out with bands playing, flags flying, wives cheering.



The biggest stamping press in a big Chrysler plant is standing idle above. The man on the ladder is a lookout, posted by a strikers' committee to keep constant watch on the men and report violations of the strikers' regulations.



Mock cannon were drawn up by strikers on the roof of the Chrysler plant. The contraptions are harmless Chrysler manifolds, intended as a joke on the guns wheeled out by the National Guard at the General Motors strike. As the

strikers may possibly have known, many a Confederate victory in the Civil War was won by such mock artillery.

The end of the Chrysler strike was symbolized by the picture below, taken in Governor Murphy's office at Lansing on March 24. At left is John L. Lewis, at right Walter P. Chrysler. The Governor has unconsciously folded his arms in the gesture used by sit-down strikers in France.



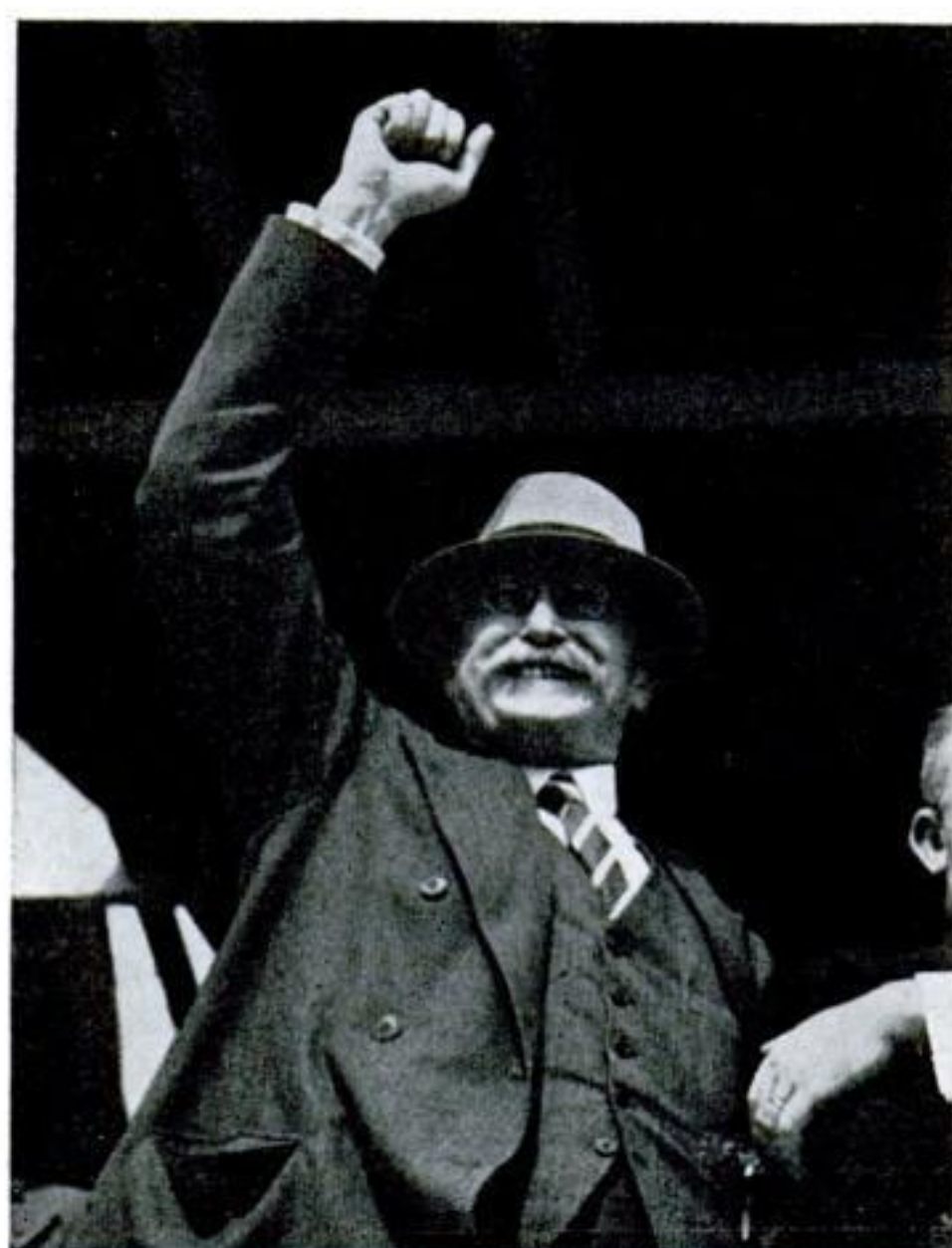
A significant placard carried to Detroit's mass meeting read: "FORD TOMORROW." Ford means the huge River Rouge Plant, the greatest industrial unit on earth. The Ford policy of high wages and short hours has been an impenetrable barrier to every union drive. But the automobile labor bosses are now determined to "crack Ford."

AMERICA'S SIT-DOWN CRA



"The Dancing Mania" spread over Europe in the 13th Century, much as the sit-down craze spread over America in 1937. For no apparent reason, people lost all control of themselves, ran into the streets, danced furiously until they fell exhausted. The drawing shows what an artist several centuries later thought it must have looked like.

Gandhi's Passive Resistance campaign in India was a sort of sit-down. The picture at right shows railway workers lying down outside the boss's gate in 1930. The object is to keep the boss at home. Gandhi's followers differed from those of John L. Lewis in one important respect: when police beat and banged them, they lay still and took it.



Premier Leon Blum (above) was a champion of the French sit-down strikers. His fist is clenched in the Communist salute, which is used by the French Popular Front.



French sit-down strikes first proved the effectiveness of this new Labor weapon. The election of Leftist Premier Blum last spring provoked such an epidemic of sit-downs

that by June 1,000,000 workers were idle. The picture above was taken in a factory at Lille. Reclining comfortably on straw, the strikers give the Popular Front salute.

One indirect predecessor of the sit-down was Mahatma Gandhi's Passive Resistance campaign in India. Passive Resistance, directed against the British, was largely responsible for winning India a new constitution. As an industrial tactic the sit-down has been traced to the rubber factories of Akron, Ohio in 1933. The first country in which it was used as a major weapon however, was France. Last summer France was swept by a wave of sit-downs similar to those of Detroit. The pictures on these pages prove that American sit-downs in 1937 have little that French sit-downs did not have in 1936.

RACES ITS ORIGIN TO FRANCE



The red flag of Communism (left) as well as the tricolor was raised at the gates of the Sonora Radio plant in Paris when French workers locked themselves in last June.



Ford of France, the late André Citroën, had his plants closed by a sit-down. The workers are sunning themselves on a roof and listening to the radio in the rear at left.



Rioting occurred at the gate of the Renault automobile plant in Paris last June. Strikers are gleefully beating up non-strikers as the latter attempt to leave the plant.



Not in Detroit last week but in Paris last summer was the picture above taken. The French sit-downs, also known as "folded arms" strikes, produced most of the characteristic phenomena of the American

sit-downs. They were even more successful. The Leftist Government rushed through the Chamber of Deputies a series of bills granting workmen the 40-hour week, collective labor contracts and holidays with pay.



Behind these stout gates at the Farman Airplane Works in Paris, French workers held a sit-down last spring. Some of the strikers are strolling in the courtyard in the foreground while sympathizers gather

outside. The sit-downers won their first slate of demands so easily that they drew up another slate and won that too. In the picture below, strikers' friends are passing huge loaves of French bread into a factory.



SIT-DOWN STRIKES (continued)

The Chrysler strike was only one of several dozen sit-downs in Detroit. Strikers included some 23,000 workers at the Hudson and Reo plants, truck drivers, cigar makers, meat packers, shoe salesmen, lumberyard workers, ginger-ale bottlers and workers on every sort of automobile accessory from piston rings to flower holders.

It was apparent to all observers that those strikes fared best which had the greatest numbers. While the Chrysler strikers were having pretty much their own way, police squads quietly snuffed out smaller sit-downs. A typical case was that of the Newton Packing Company, where strikers armed themselves with cleavers and meat-hooks but dropped them in a heap (see below) when police arrived. At the Bernard Schwartz Cigar Corp., police dragged screaming women out by the scruff of the neck, while spectators booed. Evacuations subsided after the mass meeting in Cadillac Square but the number of strikes had been sharply cut.



Gas masks, fashioned out of rags and handkerchiefs, were donned by strikers at the Newton Packing Co. plant, against a possible tear-gas attack. When police

arrived to evacuate them, however, the strikers changed their minds and departed peaceably. Police charged that the strike had been organized by oldtime gangsters.



Strikers' weapons at the Newton Packing Co. plant were cleavers and meat-hooks. When the sit-downers surrendered to police, they dropped the weapons in a heap outside the factory gate (above).

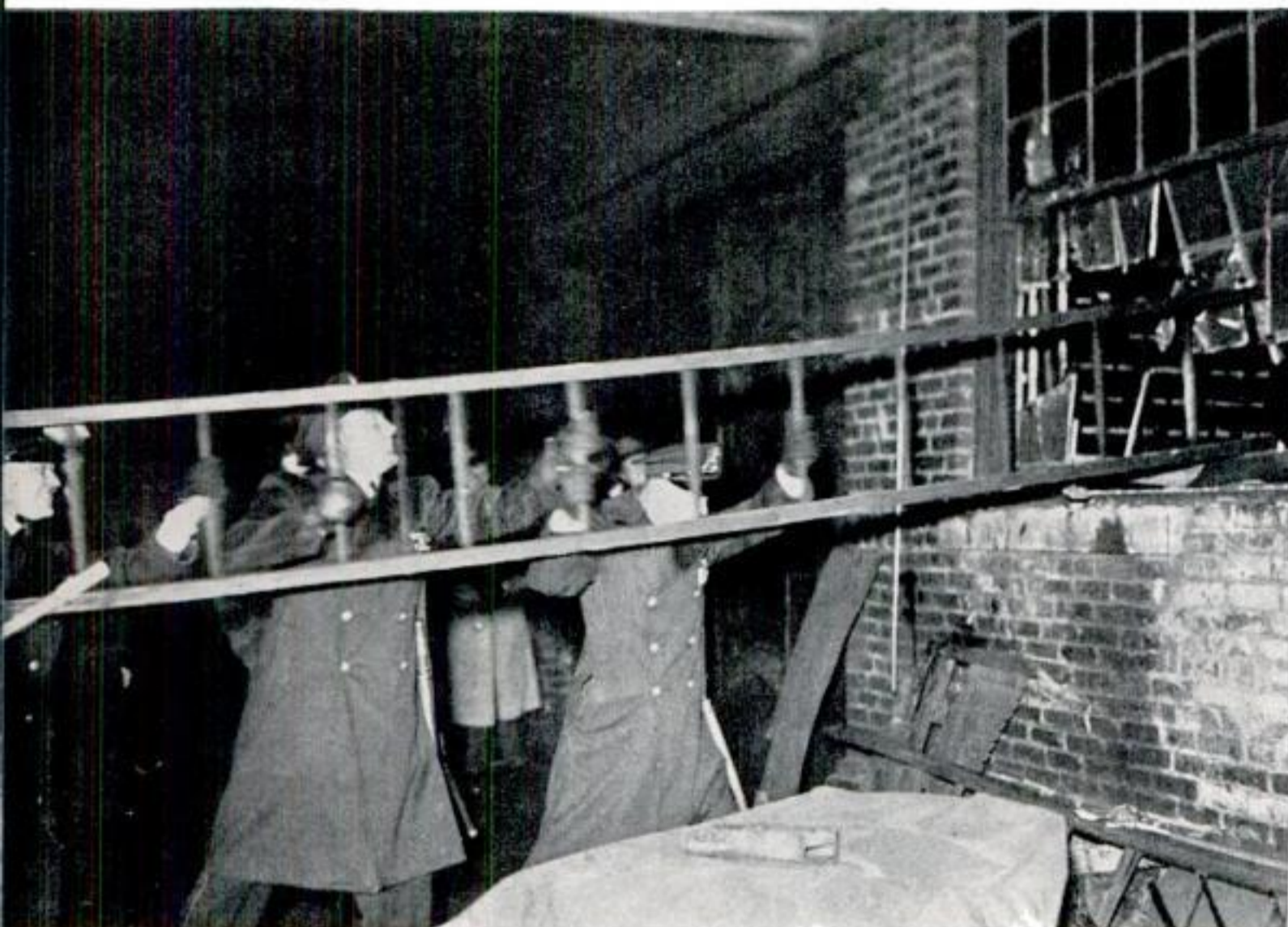


The whistle-blower is one new character produced by the sit-down strikes. A union organizer mounts a platform and blows a whistle as a signal to stop work. The man above is not a real whistle-blower but a plain citizen named Tom

Reynolds, amusing his friends in a Detroit café with an imitation. Below are some cleaner's helpers who do not mind their whistle-blower. They are calling police to break up a sudden sit-down of their fellow workers.



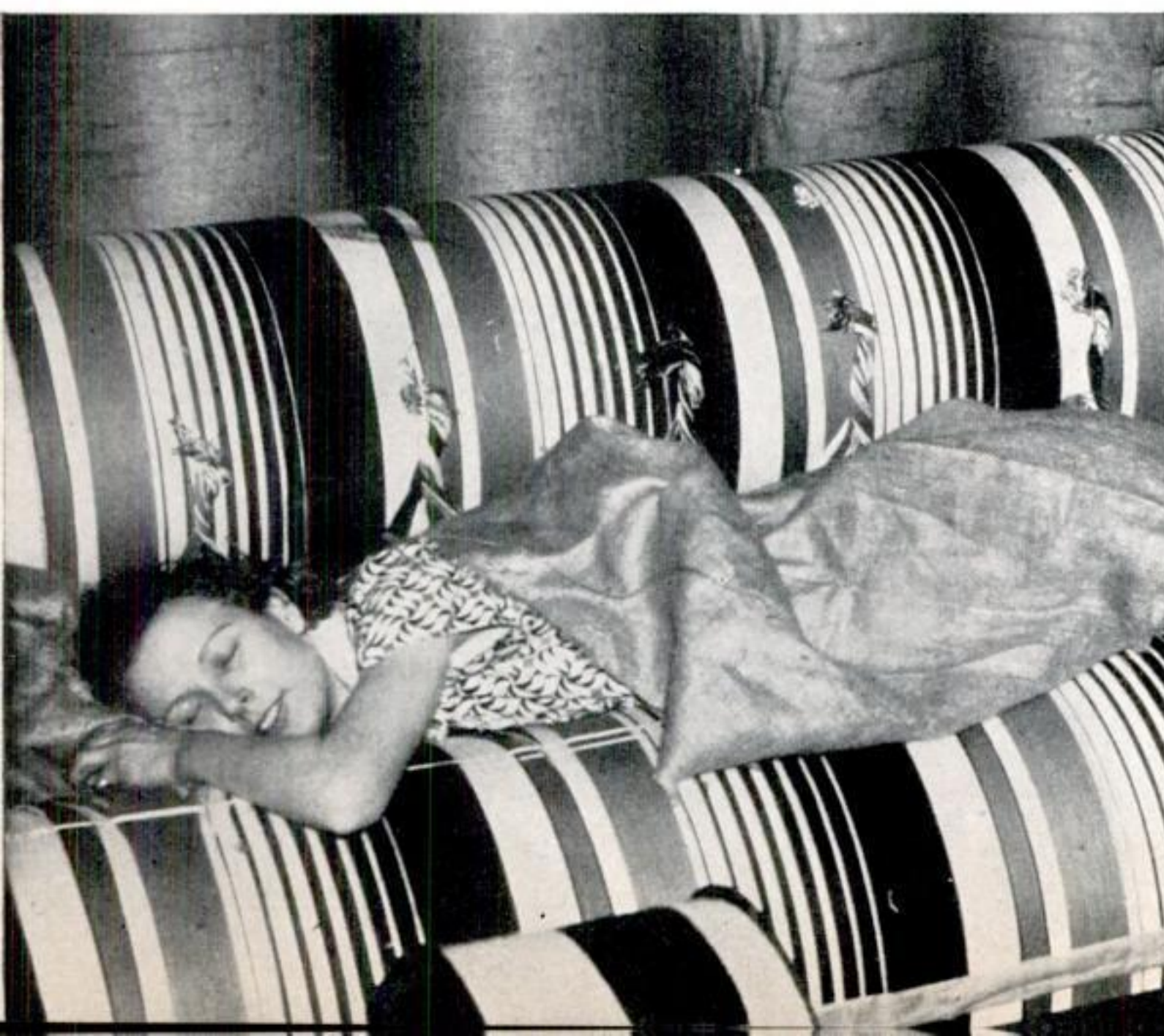
Chicago police ended the epidemic of sit-downs there on March 22 when they evicted strikers from the Maremont Automotive Products Co. They used a ladder to break a window (below) and climb in (right).



Six wet nurses sat down in the office of the Chicago Board of Health and refused to give any more milk until the price was raised to 10¢ an ounce. The nurses finally settled for 4¢.



No modernistic divan is the bed of the girl below but two bolts of cloth in the plant of the Louisville Textile Co. The girl is a striker stretching out for a night's sleep with a burlap bag for pillow and another for blanket.



As fast as the sit-down epidemic was quelled in one city it broke out in others. The spirit of good fun which prevailed among such strikers as the wet nurses at left and the girls in the cartoon below did not obscure the fact that the sit-down strike was the Nation's No. 1 problem. On March 26 the Senate received a telegram from seven Bostonians including President-Emeritus Abbott Lawrence Lowell of Harvard: "Armed insurrection—defiance of law, order and duly elected authority—is spreading like wildfire. . . . It is the obligation of Congress and the State Legislatures, of the President and Governors in their Constitutional fields, to enact and enforce legislation that will put an end to this type of defiant insurrection."



"Hello, Momma, we're makin' history."—Denys Wortman in the New York World-Telegram.

LIFE ON THE AMERICAN NEWSFRONT: THE COAST GUARD RESCUES A FREIGHTER'S CREW



Sinking fast in the picture above is the Norwegian freighter *Bjerkli*, which sprang a leak on March 22. In answer to her frantic SOS, six vessels made a 21-hour search before the

Coast Guard Cutter *Chelan* finally found her 500 miles east of the Nantucket Lightship. The *Chelan*, whose stern is seen in the foreground of the picture, rescued the crew of 16 men.



Almost sunk is the *Bjerkli* in the picture above. A few hours later the little freighter disappeared forever beneath the waves in the "Graveyard of the North Atlantic."

MR. DEWEY SMASHES THE RESTAURANT RACKET IN NEW YORK



Thomas E. Dewey, New York City's racket investigator (*above*), won his greatest victory on March 25 when a "blue-ribbon jury" convicted seven restaurant racketeers.



A weeping wife of one racketeer, Mrs. Irving Epstein (*above*), is consoled by a friend. Her husband, an official of the cafeteria workers' union, was convicted of mulcting proprietors.



Sequel to the convictions was the demotion of Detective Stephen Di Rosa (*top, above*) for betraying Mr. Dewey's secrets to racketeers like the late Dutch Schultz (*bottom*).

MR. ATHERTON EXPOSES THE VICE RACKET IN SAN FRANCISCO



Edwin N. Atherton (*above*), a former G-Man hired by San Francisco to find out why so many of its policemen are so rich, reported on March 16 that one answer was organized vice.



Vice is so rampant in San Francisco that respectable families in some districts put up signs like that above, in English and Chinese, to show they are not houses of prostitution.

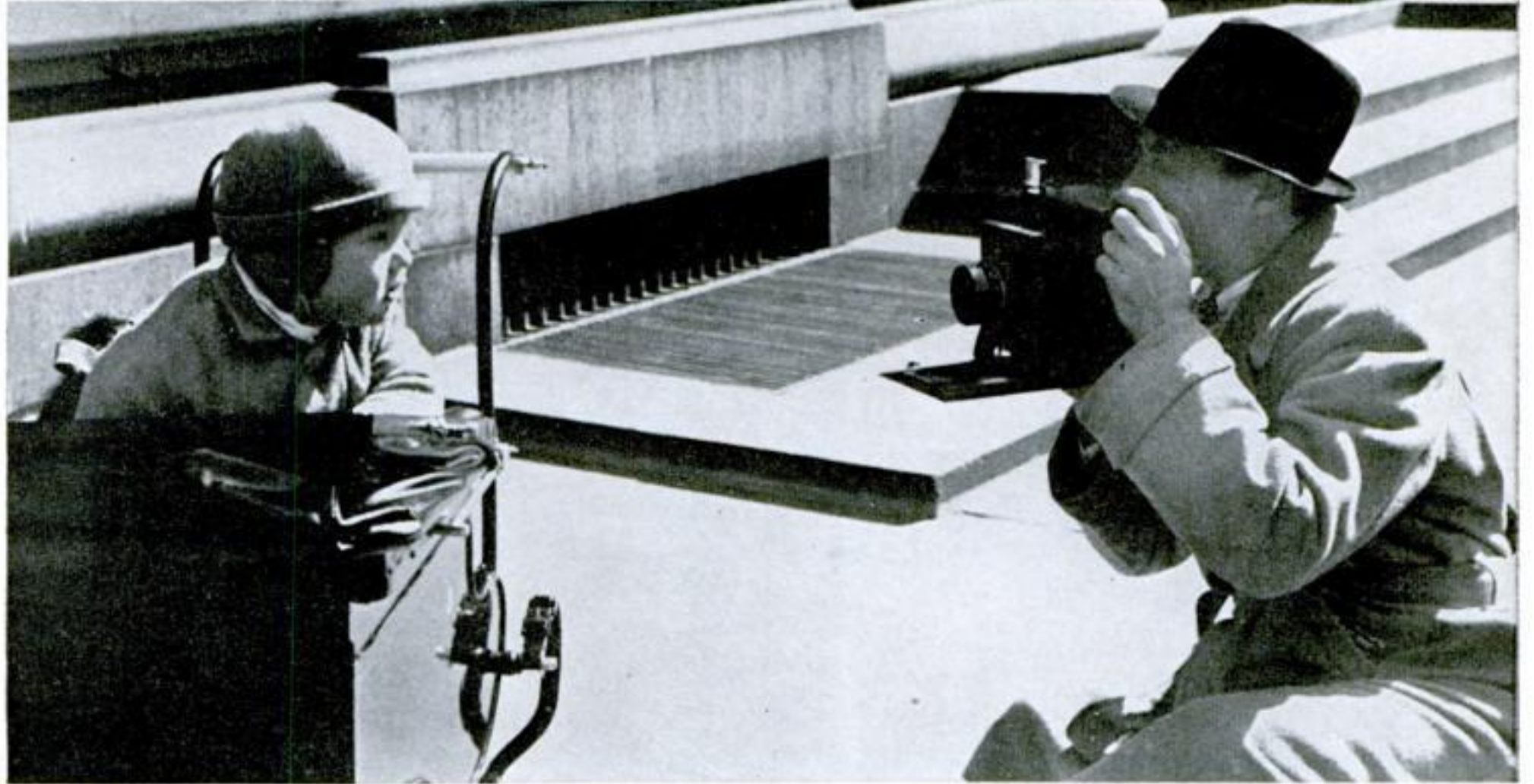


One vice boss, according to Mr. Atherton, is Joseph Ondella (*above*), a Corsican. Policemen and others, Mr. Atherton said, get \$1,000,000 a year from the vice racket.

LIFE ON THE AMERICAN NEWSFRONT: THE YOUNGEST OF THE ASTORS MEETS HIS PUBLIC



An Astor's first reaction to the Press is shown by William, 20-month-old son of Mr. & Mrs. John Jacob Astor III.



"Wha'cha got there?" the youngest of the Astors wants to know. It is a camera held by Photographer Tony Sarno of

International News Photos. This scene took place near the Astor home in New York while Nurse was not looking.



William walks out on the Press in great disdain. The youngest of the Astors decides to take a walk on Fifth Avenue.



The Astor stride is intended to inform the world that the Astors have lived on the Avenue long enough to own it.



William relents and grants the photographer one smile. Then his first, unscheduled public appearance is ended.

COOPER COOLIDGE WOODRING YAWNS AT HIS VISITORS



Six weeks old on March 24 was Cooper Coolidge Woodring, son of the Secretary of War and Mrs. Harry Hines Woodring. Proud Father Woodring invited Washington cameramen to the Woodring home at Woodlawn, Va. and proud Mother Woodring arranged her son on a sofa.



But Baby got bored and yawned just as the cameras clicked. Above is the picture the photographers got of Cooper Coolidge Woodring and his mother. Cooper Coolidge's grandfather is Massachusetts' ex-Senator Marcus Coolidge. He has a brother and a sister.

LIFE ON THE AMERICAN NEWSFRONT: A SAN FRANCISCO BRIDGE JUMPER BREAKS HIS BACK



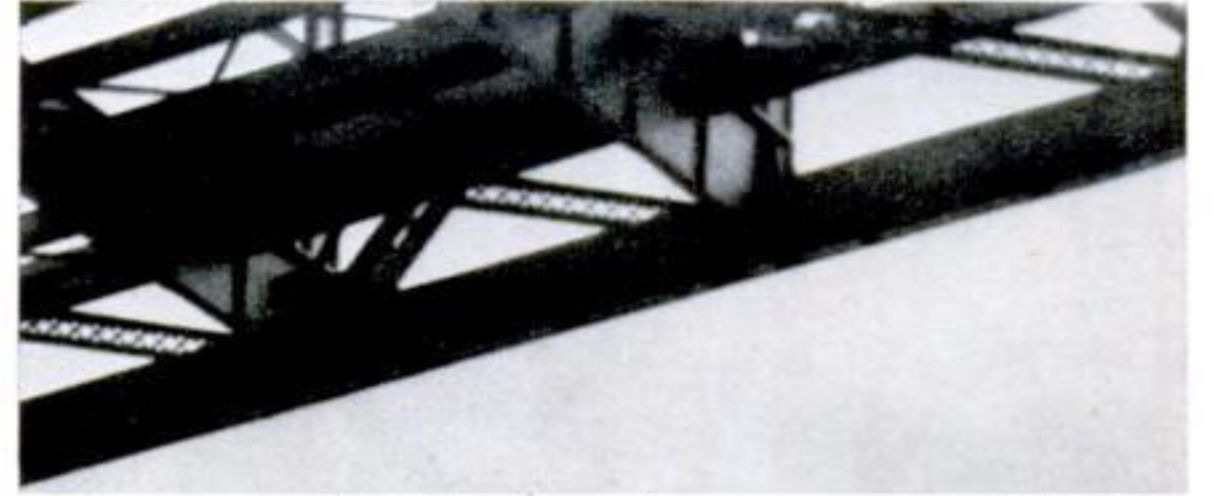
Before the jump: Ray Woods, who has made a career of bridge jumping, leaped from the central span of San Francisco's new Bay Bridge on March 22. He is seen above kissing his wife, while his mother looks on.



After the jump: Woods, who had twice duplicated Steve Brodie's famed jump from the Brooklyn Bridge (135 feet) broke his back in the jump from the Bay Bridge (190 feet). Above, in helmet, he is being rescued.



He is hauled aboard the *Buster*, a motor launch which was waiting below the bridge. Press photographers were right on the spot. In a hospital (below) Woods later learned that he will probably never walk again.



Ray Woods' jump is seen above. According to plan, he jackknifed after leaving the bridge, but a sudden gust of wind prevented him from completing the jackknife. He hit the water off balance, broke his back.

LIFE ON THE AMERICAN NEWSFRONT: ADVENTURES OF A SEATTLE TURKEY



No place for a turkey to be is on a high tension wire, high above a Seattle street. This 15-pound bird flew there after breaking through the window of a produce house.



From nearby windows, the produce house employees tried to lasso the bird. But the frightened turkey cowered on a cross-arm and the lasso merely tangled in the wires.



The turkey was caught at length but not by the lassos. It flapped across the street, circled the roof of another building and landed in the arms of Don Eslick (above).

NEW YORK POLICE TRAP A GANG OF FUR ROBBERS, DEAD AND ALIVE

The neatest trap of the year was sprung by New York police on March 19, resulting in the pictures at right and below. Ever since Strip-Teaser Gypsy Rose Lee and several other citizens were robbed of jewels, police have been looking for a holdup gang. Recently they got wind of one, trailed its members for two weeks. Then one day the gang drove up to a downtown fur warehouse, went through some suspicious motions. Police rightly guessed that this was the rehearsal of a robbery. Next day police were waiting when the gang again drove up in a truck, entered the building, stole \$30,000 worth of furs. The bandits walked out of the warehouse and into a police trap. One of the bandits pulled a gun; he and another were shot dead (right). Four others, including the young man below, were captured.



A wounded bandit (above) cuts up in New York police headquarters. Bandit Jimmy Thompson was so angry at being trapped that he did not even want the doctor (at right) to bandage a slight bullet wound in his neck. The picture at right shows the two dead bandits lying in the street where police dropped them.

LIFE ON THE AMERICAN NEWSFRONT: THE AMISH PLEAD FOR THEIR ONE-ROOM SCHOOLS



PWA officials in Washington were surprised on March 25 by a visit from the two characters below, members of a Mennonite sect who call themselves the Amish. They had come to beg PWA to take back a grant for a new consolidated school in East Lampeter Township, Pa. Said they: "It is against our principles to borrow or to let our children ride in school busses." The several hundred Amishmen in East Lampeter are prosperous farmers whose stern religion denies them all luxuries. They dress their children like the boy on the fence at left, send them to one-room schools. On the opposite page are pictures of Amish children in such a school at Fairview.



Young Amishmen (*in black, below*) watch a baseball game from the sidelines. Their parents deny them the luxuries of balls, bats or marbles. This picture was made at a consolidated school at Smoketown, to which a few Amish children have been transferred. Amish parents fear the larger schools, where their children are teased by outsiders.





At the blackboard an Amish girl learns fifth-grade arithmetic. There are 33 pupils in the seven grades of the Fairview one-room school, and 31 of them are Amish. To mystify their teacher they chatter among themselves in their own special subdialect of the soft Pennsylvania Dutch.

An Amishman's arm gets tired if, like the boy below, he is so smart he wants to answer all the questions. Amish boys all wear their hair in a Dutch cut, which makes them look very handsome. When they reach manhood they let their hair grow down to their shoulders and never shave.



An Amish girl's clothes are entirely homemade. The girl above has a shawl on her head, a jacket, skirt and apron. The buttons are a daring embellishment, sure to draw frowns from stricter neighbors, who consider it sinful to fasten clothes with anything fancier than plain snaps.

Out of a tin box comes the Amish schoolgirl's lunch. The little girl below has a pickle in one hand, a sandwich in the other. All the children bring enormous lunches. Each pupil has a wire toasting grill, with which he toasts sandwiches in the big, round iron stove which can be seen in the upper left corner of the picture at right.



AT NOONTIME THE AMISH CHILDREN SPREAD THEIR LUNCHES ON THEIR DESKS

THE GASHOUSE GANG WARMS UP FOR THE BASEBALL SEASON

Photographs for LIFE by Stackpole



Sam Breadon, owner of the Cardinals, works out with his team. Mr. Breadon was never a professional baseball player. He sold automobiles before becoming a baseball magnate.

In a big green baseball park at Daytona Beach, Fla., bordered by pines and moss-bearded palmettos, the St. Louis Cardinals, fondly known to fans as the Gashouse Gang, were in training during March for the 1937 baseball season. The Gashouse Gang is probably the best baseball team in the National League. It is certainly the most spirited and raffish team in either big league today. Its spiritual main-spring is scrappy, impudent Pepper Martin, star outfielder, who is as indispensable to the team's morale as to its efficiency. The Gang's cockiest and most valuable new recruit is Catcher Mickey Owen, a brash and confident youth of barely 20 years, who has been in professional baseball only two years and is worth at least \$100,000 to any big league team. He will catch the great and goofy Dizzy Dean, the Cardinals' best pitcher, who spent most of the training season in Bradenton, Fla., holding out for \$50,000 a year. Sam Breadon, who owns the Cardinals, offered only \$25,000. Dizzy spent his time sleeping, golfing and pitching quarters. Dizzy bragged that without him "seven clubs gotta drop dead for the Cardinals to win." Dizzy threatened to retire from baseball for a year. Dizzy finally gave in and signed for \$25,000.



Sam Breadon bunts them out to his players. Tight-pursed Mr. Breadon's job in Daytona Beach was not to train players. It was to get Dizzy Dean to sign at Breadon's terms.

PEPPER MARTIN, SPARK PLUG OF THE GASHOUSE GANG, SHOWS OFF HIS PHYSIQUE IN THE LOCKER ROOM TO HIS ADMIRING TEAMMATES





MANAGER FRISCH LAYS DOWN THE LAW TO HIS TEAM. AT THIS MOMENT HE IS FINING PEPPER MARTIN \$200 FOR STAYING OUT AFTER MIDNIGHT



Dizzy Dean, Cardinals' best pitcher, was not in camp. He was in Bradenton holding out for \$50,000 a year at the instigation of his bossy wife, Pat (*above with Dizzy*).



Daffy Dean, Dizzy's brother, christened Paul, reported for training early. Last year, Daffy had a sore arm, won only five games, quit pitching before the season ended.



J. H. Dean's locker held someone else's cap and pants until Dizzy signed. Then Rookie Harrell (*above*), also a pitcher, knew his job of making the team was much tougher.

THE GASHOUSE GANG LIMBERS UP WITH PEPPER GAMES, BOXING AND WRESTLING

(continued)



The pepper game, being played above, is an excellent device for loosening muscles, limbering knees and wrists. It

consists simply of passing a ball haphazardly around a group of players, trying to toss it to a player who doesn't

expect it and, caught off guard, will miss it. Pepper Martin had to fall on his belly to save one catch (above, right).



A boxing bout was put on between lanky Pitcher Lon Warneke (left), who proved inept, and wiry Pepper Martin, who

thinks he might like to be a prize fight manager. Warneke was traded to St. Louis from Chicago where, having been

a pitching mainstay for years, he had a mediocre 1936 season. His work this year may make or break the Cardinals.



The Gang wrestled more for fun than for exercise. Mike Ryba (above, left) managed to get William McGee in an odd



position. Pepper Martin (above, right) caught Stan Bordagaray in a body scissors. Versatile Mr. Martin did about

everything in camp. He even led a players' band about Daytona Beach, serenading pretty girls on street corners.



MANAGER FRANK FRISCH OF THE ST. LOUIS CARDINALS DISCARDS HIS SPIKED SHOES FOR SLIPPERS TO PONDER HIS POSSIBLE LINEUP



MES DUCHER & MEDWICK, PLAYERS' WIVES, WATCH FROM THE BENCH



THESE NATIVE LADIES WATCH FROM THE JIM CROW BLEACHERS



MICKEY OWEN, COCKIEST AND MOST PROMISING CARDINAL ROOKIE, GOT THIS MANICURE IN EXCHANGE FOR AN AUTOGRAPHED BASEBALL



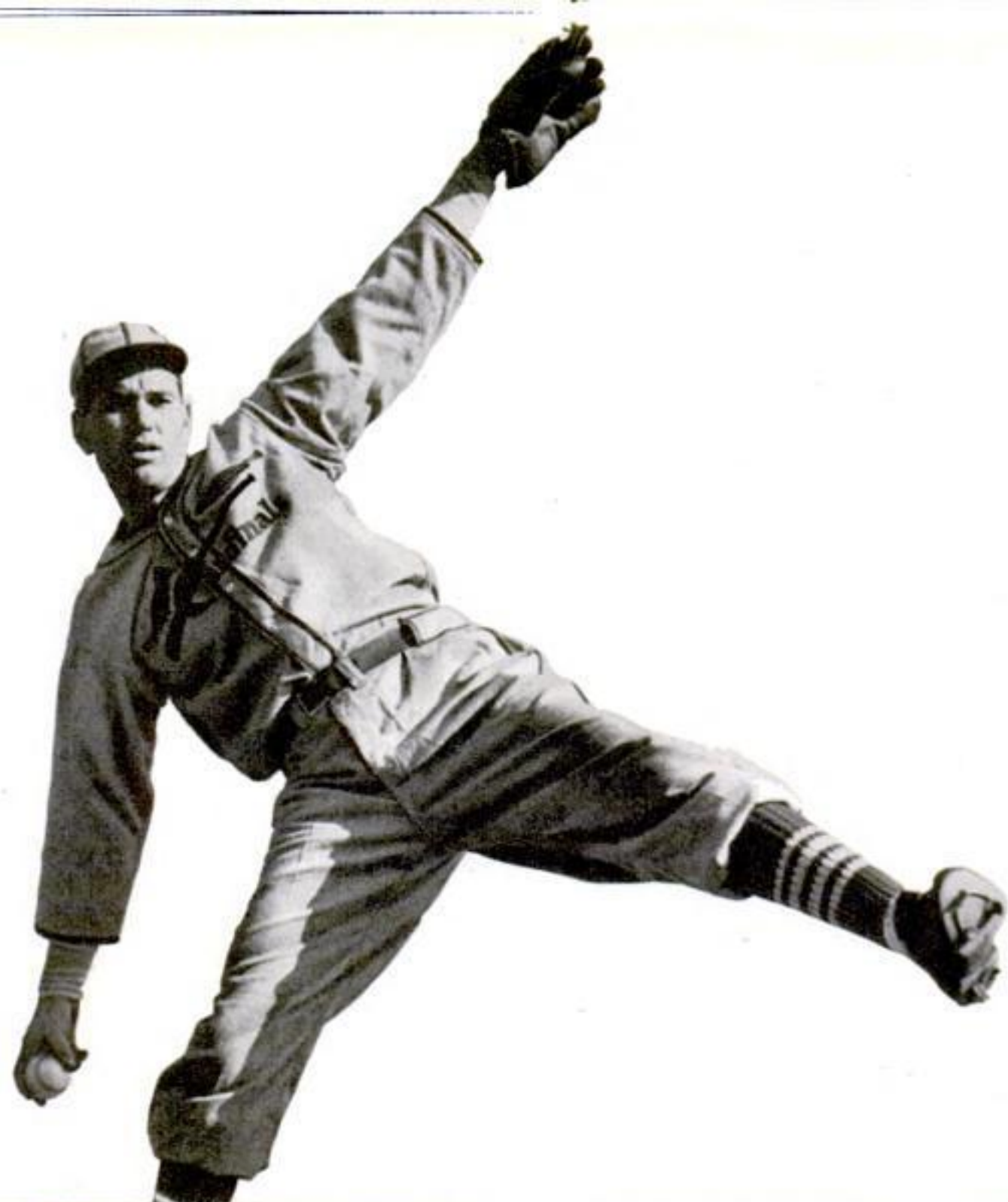
BEFORE AFTERNOON PRACTICE, THE PLAYERS SIT LISTLESS AND BORED. ABOVE ARE JOHNNY RIZZO, PAUL DEAN, JIM WINFORD AND MICKEY OWEN



PALE ARRIVAL WALTON ALSTON IS KIDDED ABOUT HIS "POOLROOM TAN"



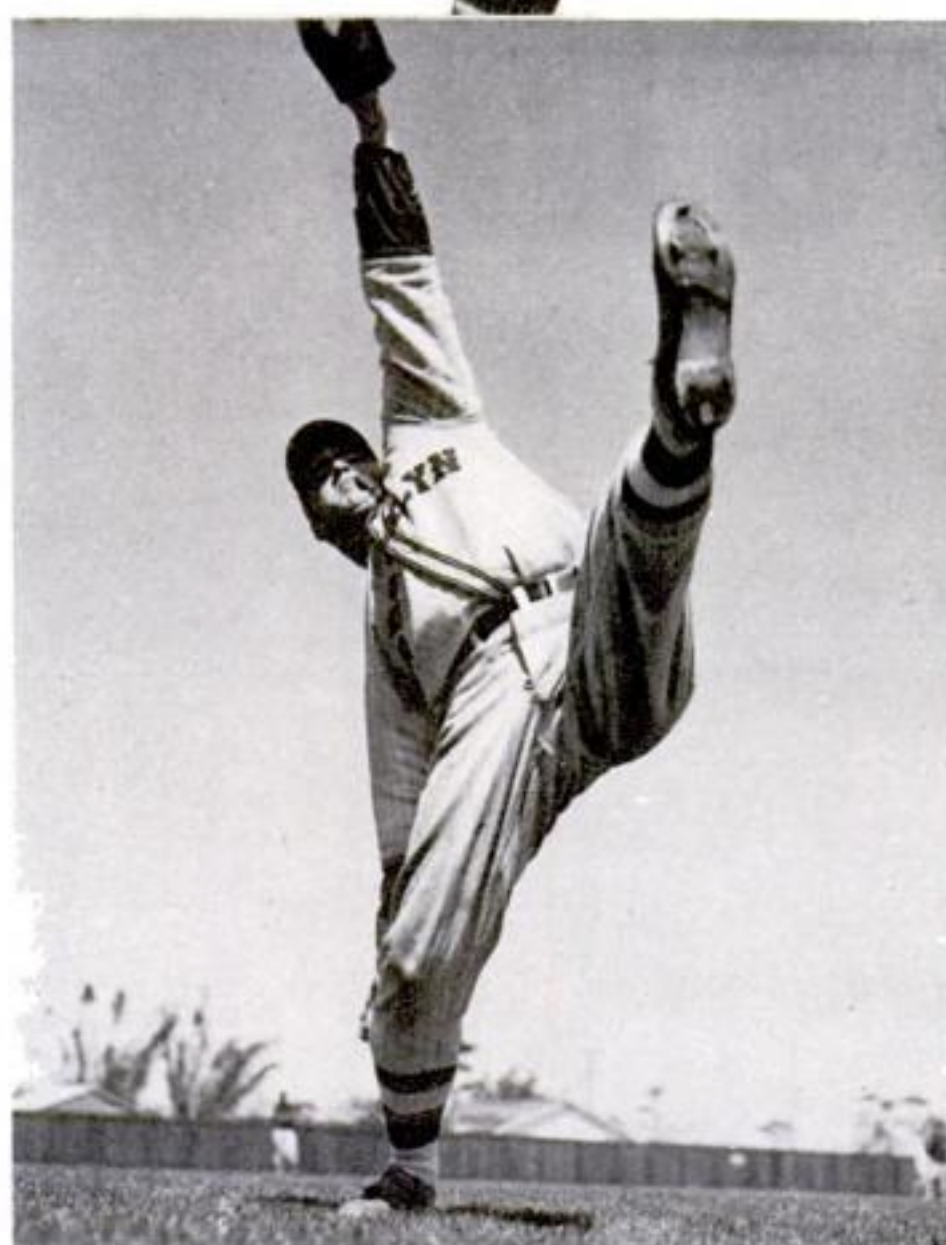
HONOR OF BEING BAT BOY WAS CONFERRED ON THIS LOCAL YOUNGSTER



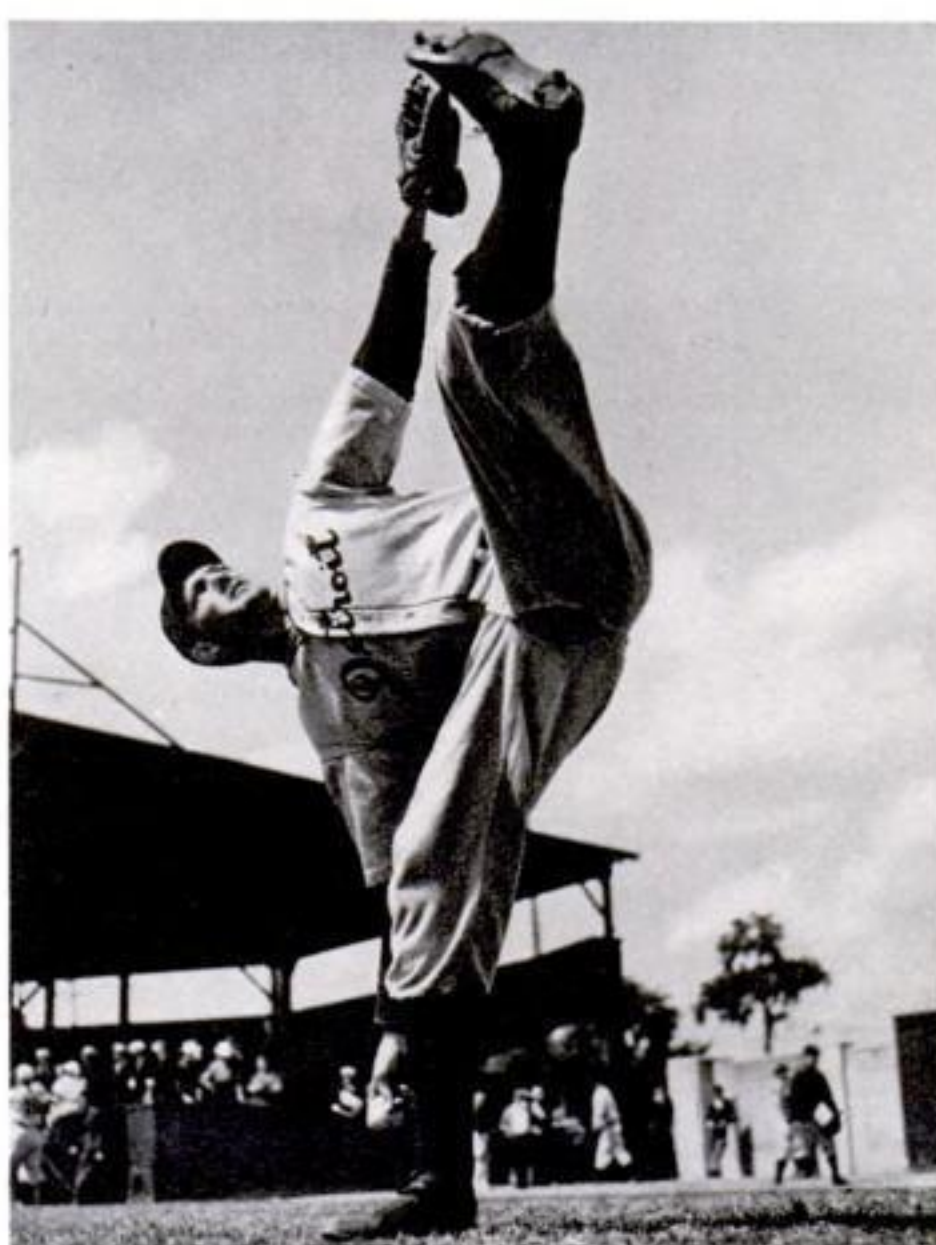
DIZZY STRIKES A STANDARD POSE

(continued)

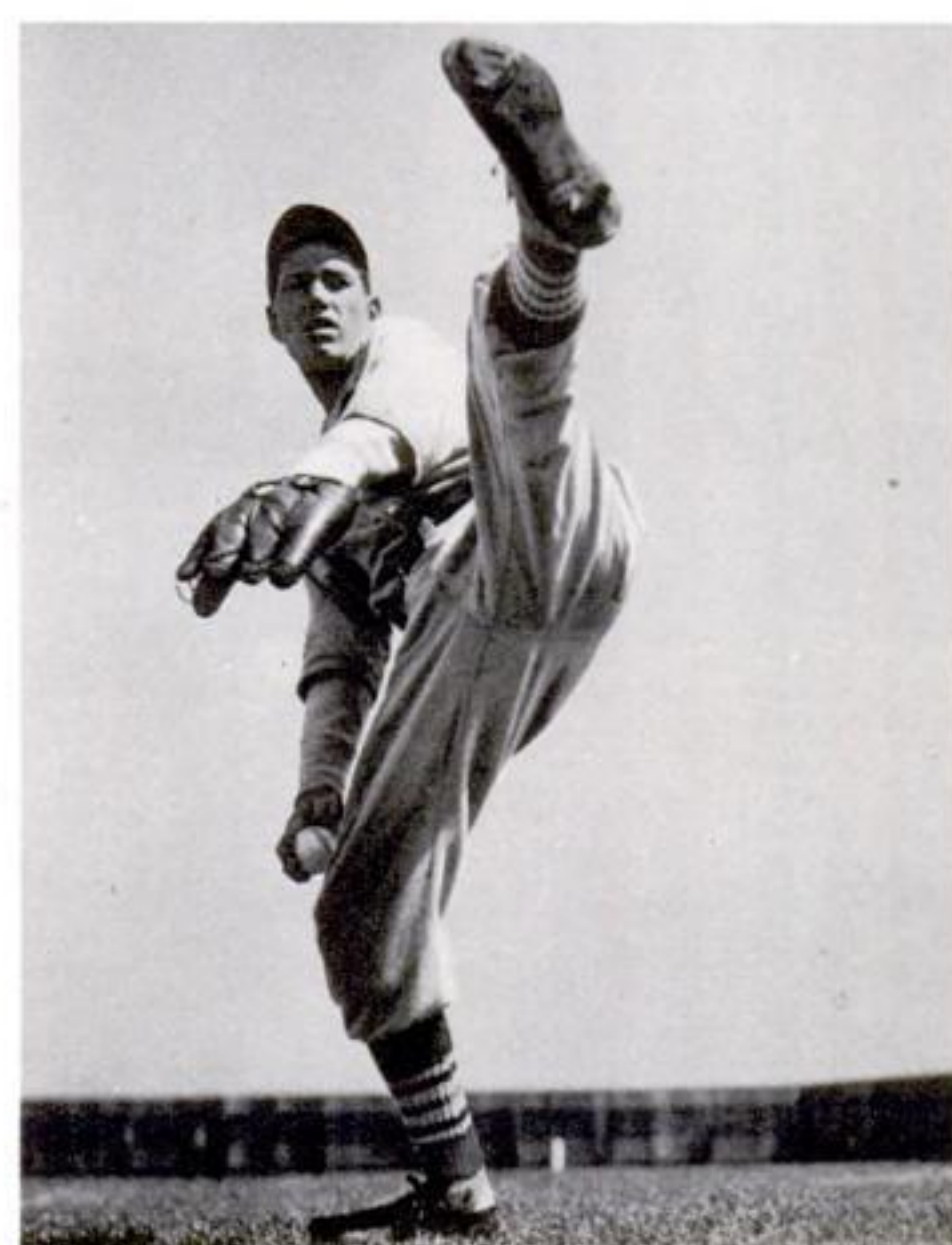
The first thing Dizzy Dean did on the playing field after signing his contract with the St. Louis Cardinals (see page 28) was to pose for photographs. It was inevitable that one of the pictures should be that at the left, showing Dizzy with his left foot up in the air. It was just like the one below which Dizzy posed for in 1935. Today, as the photographs on this page testify, this is standard pose for all baseball pitchers. A few years ago, some anonymous photographer got down on his stomach, pointed his camera up at a pitcher and got an impressive shot. Since then, every other photographer, trying hard to achieve variety in his invariable assignment, has exploited the formula for all it was worth. The other standard baseball pose shows a player leaping high into the air to catch a ball which has been carefully planted in his glove beforehand. For a further discussion of baseball and the 1937 season, turn to page 66.



VAN MUNGO, BROOKLYN DODGERS, 1936



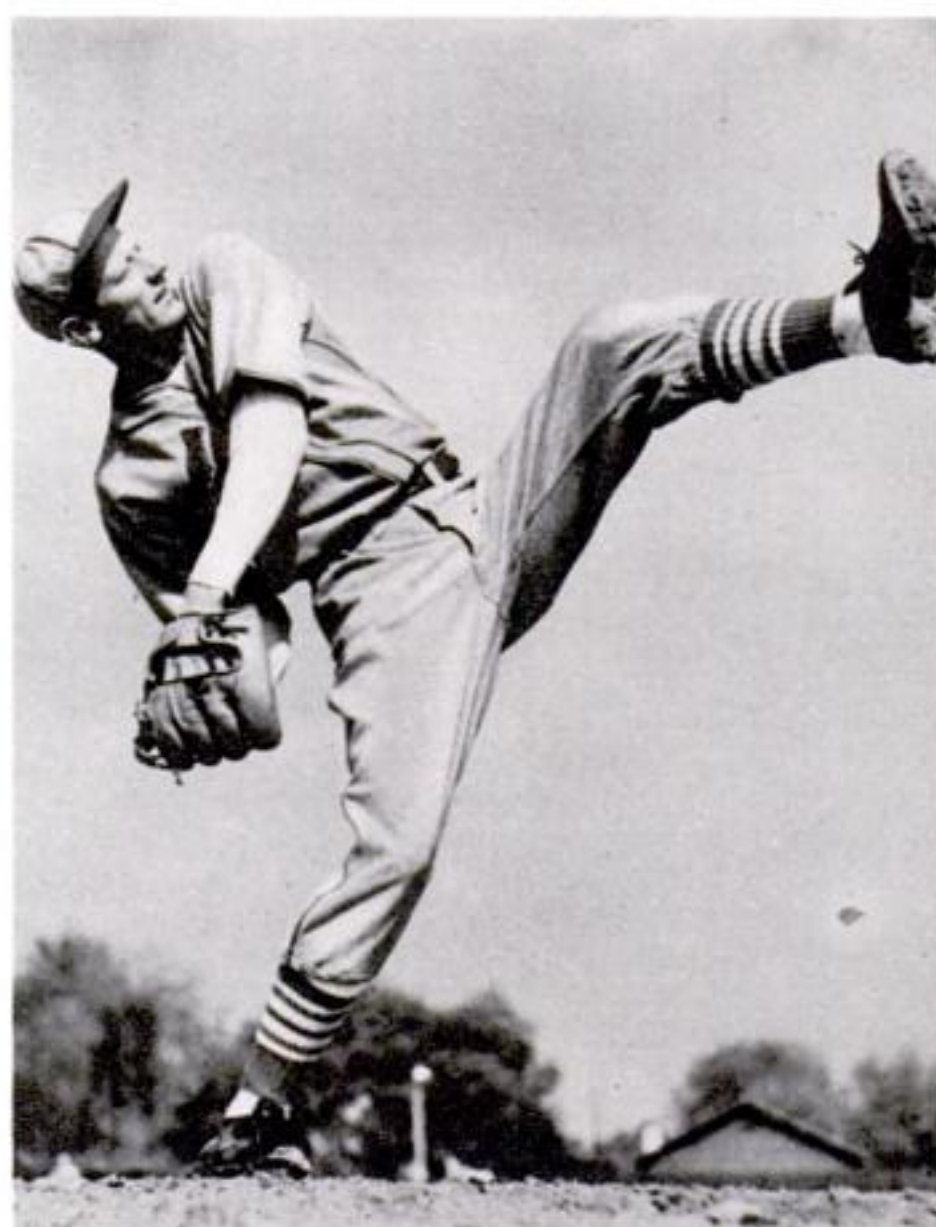
SCHOOLBOY ROWE, DETROIT TIGERS, 1937



DIZZY DEAN, ST. LOUIS CARDS, 1935



DAFFY DEAN, ST. LOUIS CARDS, 1937



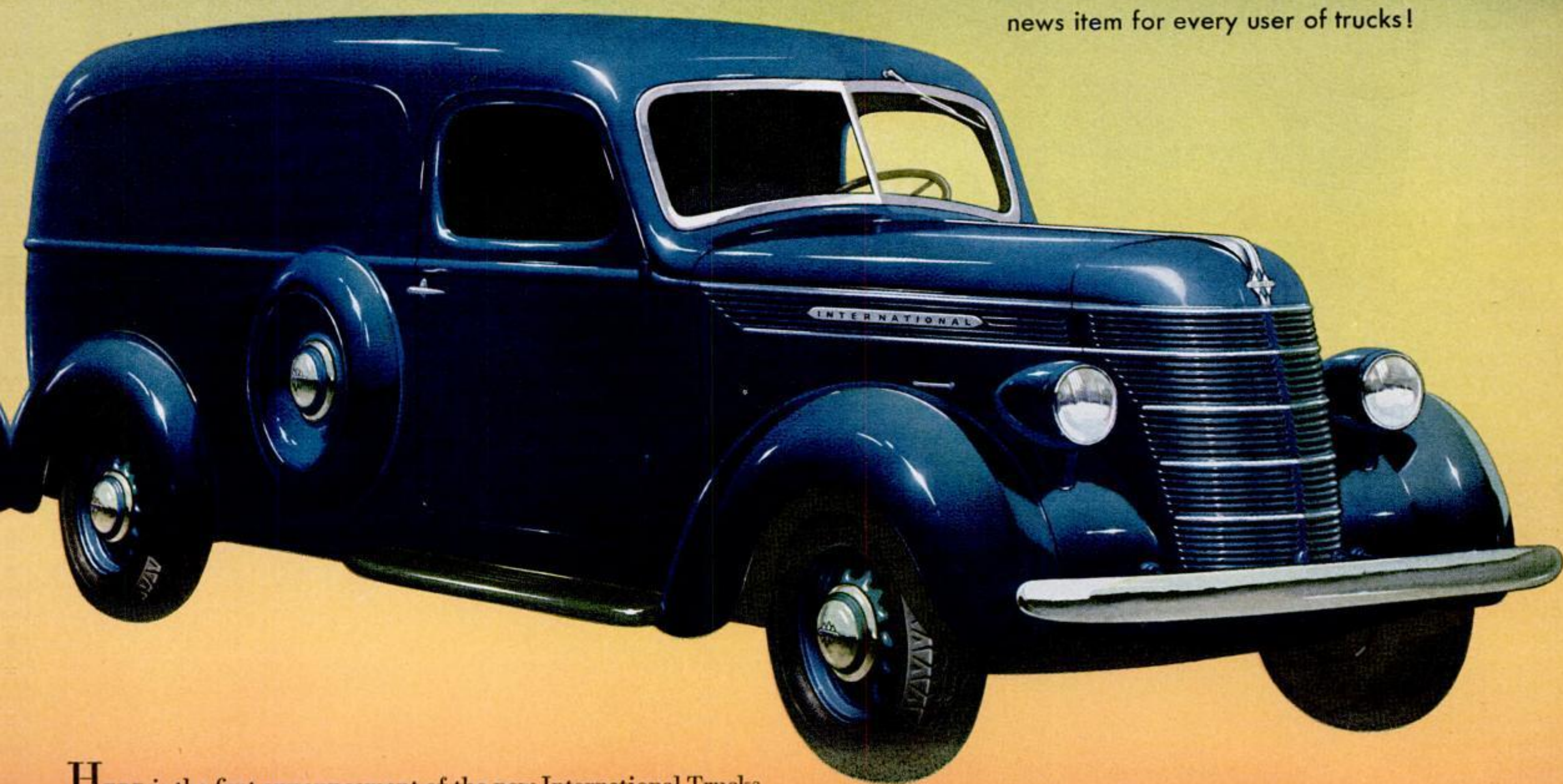
LON WARNEKE, ST. LOUIS CARDS, 1937



LEFTY GOMEZ, NEW YORK YANKEES, 1936

of the *New* FIRST SHOWING INTERNATIONALS

International Harvester presents a great new line of trucks — a major news story for the transportation world — a personal news item for every user of trucks!



HERE is the first announcement of the new International Trucks in the gleaming metal dress of today and tomorrow. Here are eye-values that tell their own story, ultramodern styling to please every owner and driver, your customers and the general public. But eye-values are not the whole story; more important, in these new trucks, are the new values underneath the surface.

Consistent International policy, adhered to through more than 30 years of ALL-TRUCK manufacture, is your guarantee that an entirely new beauty of exterior in International Trucks brings also advanced engineering throughout the mechanical product.

New standards of utility and performance are offered you in every model of this new line, in sizes ranging from the Half-Ton unit (shown above) up to powerful Six-Wheelers. The new International Trucks are at your service, on display at International dealer and branch showrooms. Folders describing sizes and styles used in your own hauling work will be sent on request.

INTERNATIONAL HARVESTER COMPANY
606 So. Michigan Ave. (INCORPORATED) Chicago, Illinois

INTERNATIONAL TRUCKS

....HE WANTED

"I want a car that is long on mechanical ruggedness—and I mean *long*! These days *all* automobiles are first-rate performers the first few thousand miles. But I want to drive *our* car much longer than that. So I want to be sure it's a car that'll serve us nobly throughout a mighty long life!"

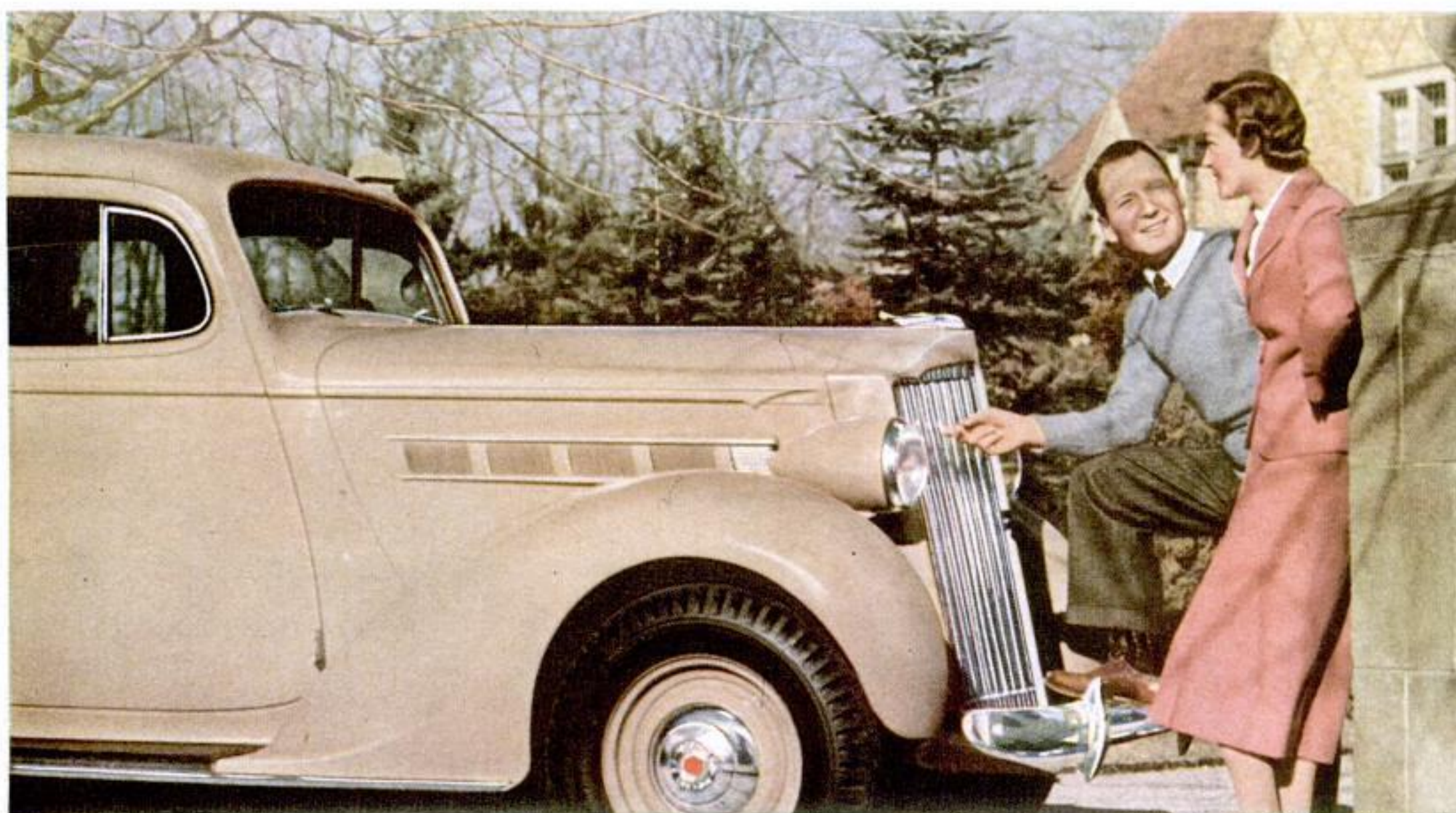


SHE WANTED....

"I want our car to be a *beauty*—furthermore, one that *stays* a beauty! Mechanical long life is just dandy, of course. But how much fun is it if each year drastic changes in the style lines make your car look more and more like an antique? Please, oh please, let's get a car that's smart...and will *stay* smart!"



....SO THEY BOUGHT A PACKARD AND GOT BOTH!



The car illustrated is the Packard Six Touring Sedan

Built into the Packard 120 and Packard Six for 1937 is that extra ruggedness for which all Packards are famous.

And guarding that long mechanical life are those famous lines that make Packard the smartest car on the road today, and that will *keep* it smart no matter how long you drive it.

See the new Packards—ride in them! Let your Packard dealer give you complete price information and tell you the easy terms by which you can own a Packard.

PACKARD

PACKARD 120 ★ PACKARD SIX

Listen to THE PACKARD HOUR, starring Fred Astaire—NBC Red Network, Coast-to-Coast, Tuesday Night, 9:30 Eastern Standard Time.

ASK THE MAN WHO OWNS ONE

MOVIE OF THE WEEK: *Silent Barriers*



The old photograph above shows the driving of the last spike on the Canadian Pacific Railroad at Craigellachie, British Columbia, on Nov. 7, 1885. Below is a reenactment of the scene from a new Gaumont British movie, *Silent Barriers*, which details the epic of the "World's Greatest Railroad." The movie scene differs from history only in that it includes a locomotive and that the white-bearded gentleman is driving the spike on the wrong side of the rail. The spike-driver is Donald A.

Smith, assistant managing director of the Canadian Pacific, later Lord Strathcona and Mount Royal. The other white beard belongs to Sandford Fleming, chief surveyor. In a derby next to Fleming in the picture above, but partly hidden below, is William C. Van Horne, later president of the C.P.R. The last spike was of iron, symbolizing the hardships the road went through. All who journeyed to see the ceremony paid full fare. For more pictures from *Silent Barriers* turn the page.



Silent Barriers (continued)



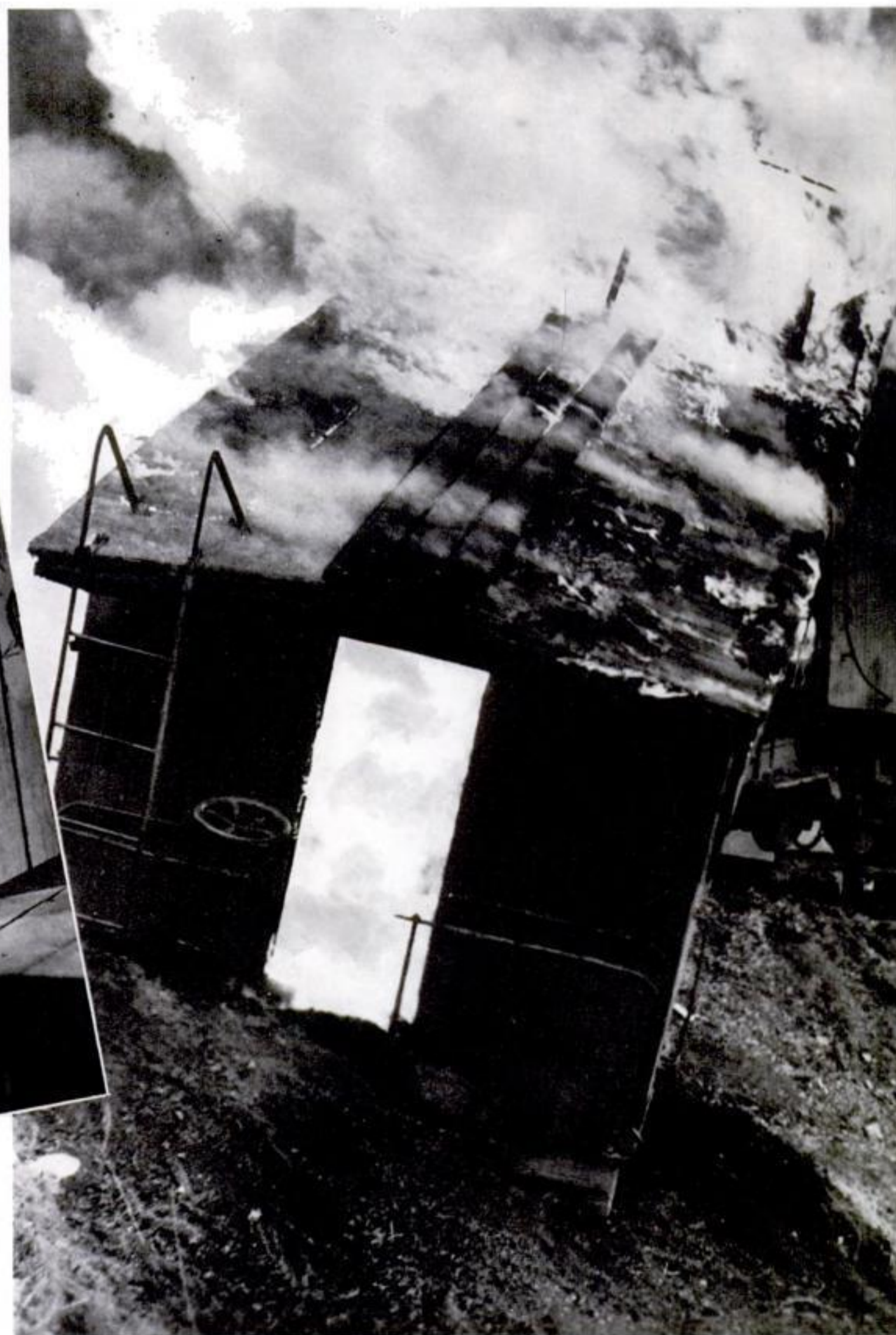
A pair of gamblers arrive at the railhead of the C.P.R. On the left is the film's Hero, Richard Arlen. Beside him is his weakling friend, who falls in love with Lou, the saloon girl (right). One of Lou's lines, when the subject of kissing comes up, is "Don't talk shop." When this line was spoken at the London premiere, Queen Mary, in the audience, sat frozen-faced. Lou's pose in the picture above is one which would never appear in a "still" released by any American movie company. A rule of the Hays office forbids showing the inside of a female thigh.

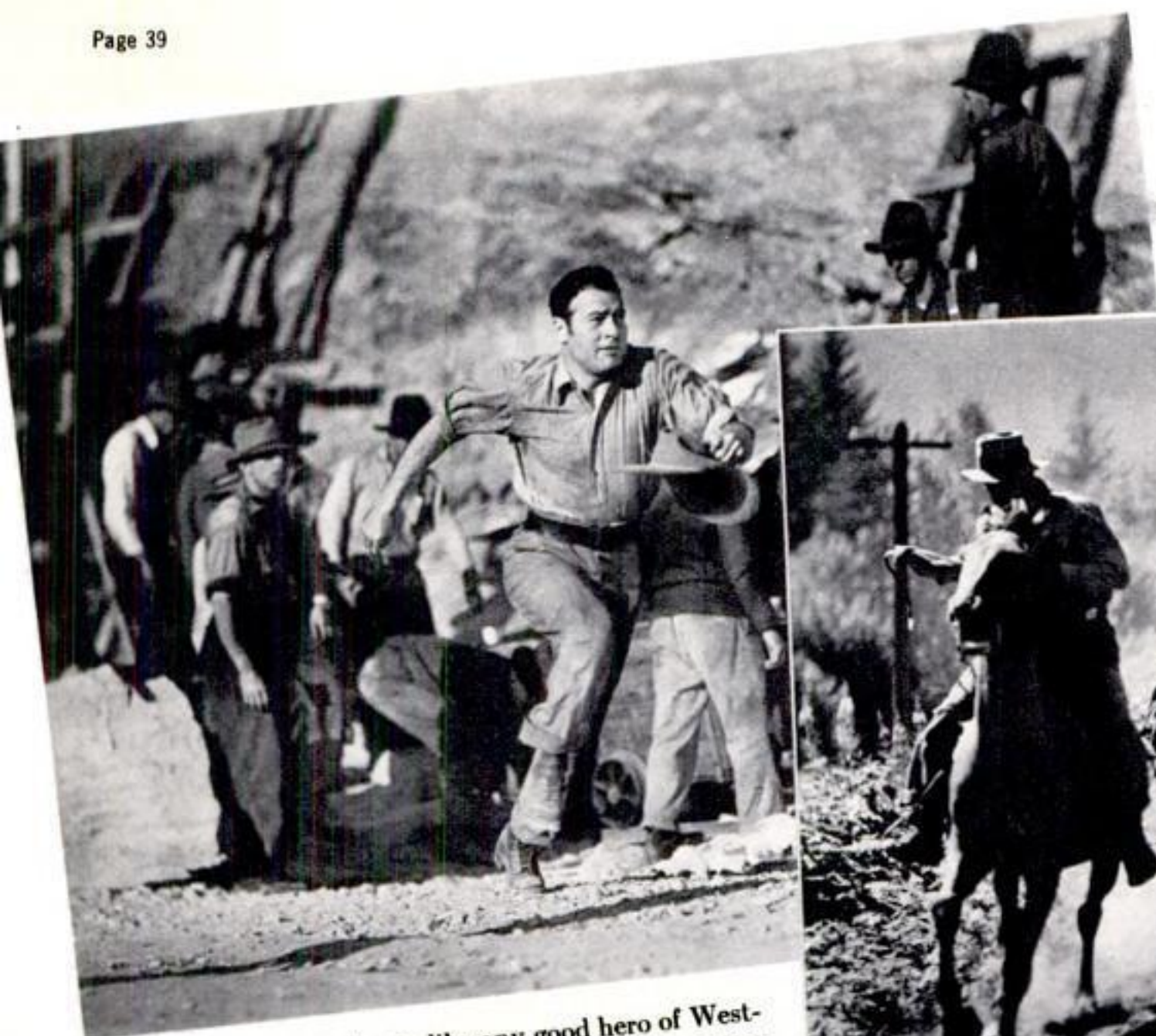
The Canadian Pacific is much more to Canada than a mere railroad. Before it was built there was grave fear in Montreal that the western provinces would secede and join the United States. The C.P.R. tied the Dominion together with steel bands, made the scattered settlements a nation and opened up the western provinces to colonization. The Government began the road on its own hook in 1875 but soon turned the job over to a private syndicate which included the American, James J. Hill. Enormous difficulties arose. Along the north shore of the Great Lakes the construction gangs ran into muskeg bogs which swallowed up tracks and engines. The hardest job was crossing the Rockies. Several times the company faced bankruptcy, work stopped and strikes broke out among the unpaid laborers. *Silent Barriers* telescopes all these troubles into a single crisis. The railhead has reached Moodyville and can go no farther on the planned route because of muskeg. The construction crew riots against the company and sets fire to the rolling stock (see below). In the nick of time Major James ("Hells Bells") Rogers discovers a new pass through the Rockies. The glory of this exploit is shared in the movie by an ex-gambler (Richard Arlen) who is inserted for purely romantic reasons.

Silent Barriers was filmed entirely on location last summer at Revelstoke, British Columbia. The grandeur of the theme and the authenticity of backgrounds make up for shortcomings in plot and polish.



Lou, the Saloon Girl, explains to the hero's weakling friend that it really takes two nickels to start the player piano: one nickel in the slot and one nickel in Lou's stocking.





Our hero races to his horse, like any good hero of Western melodrama. Richard Arlen (*above*) has learned that a section of newly-built track which the heroine's train crosses has been swallowed up by a muskeg bog.

Our hero gallops after the train with a posse of riders (*below*). Though the train has a good head start and the horses cannot use the railway trestles, our hero overtakes the train before it reaches the muskeg.



The heroine is saved (*below*). In the centre of the picture is Major James ("Hell's Bells") Rogers, so called from a legend that when the president of the road asked if he really fed his men nothing but bannocks and ham rind he replied: "Hell's Bells, I don't waste the company's money on ham."



The search for a pass through the Rocky Mountains takes Arlen (*right*) and Major James ("Hell's Bells") Rogers (*facing him*) to this peak in the Canadian Rockies. Their discovery of a pass saves the C. P. R. from ruin.



JAMES J. HILL ADDRESSES THE OTHER

DIRECTORS OF THE CANADIAN PACIFIC

The villain in the scene above from *Silent Barriers* is James J. Hill, the greatest railroad builder of all time. As a member of the board of directors of the Canadian Pacific, Mr. Hill is urging the board to abandon the attempt to build the entire railroad in Canada, and join their tracks with those of Hill's Great Northern in the United States. Cries one of his fellow board members: "You're ready to wreck the C.P.R. in the interests of your own lines." Hill resigns from the board and the Canadian Pacific remains in Canada.

This is history from a strongly pro-British standpoint. The men who turned Hill's suggestion down, while perhaps actuated by Canadian patriotism, were nevertheless old cronies of Hill, and had made their fortunes as he made his.

In the picture above, the gentleman to the right of Hill is Mr. George Stephen, later Lord Mount Stephen, first president of C.P.R. To the left of Hill is Mr. William Cornelius Van Horne, who became Sir William and the road's second president. Next is Thomas George Shaughnessy who became Lord Shaughnessy and the third president. At the left of the picture is the same white-bearded Scotsman who is driving the spike on page 37, Donald Smith, later Lord Strathcona and Mount Royal. Van Horne and Shaughnessy were born in the U. S.



Canada's biggest businessman is Sir Edward Beatty (above), fourth president of the Canadian Pacific, jaunty heir to the enterprise which the men above him built.

Stephen and Smith were Canadian citizens but had been associates of Hill in the enormously profitable St. Paul and Pacific. In the crisis depicted above Mr. Hill was wrong and the others right only because the Canadian Pacific was as much a job of empire-building as of railroad-building.

The road finally got built, its builders were raised to the British peerage and the enterprise has prospered famously ever since. C.P.R. is the "World's Greatest Transportation System." Its 21,000 miles of track far outstrip the mileage of any U. S. road. It owns a fleet of ocean liners (*Empress of Britain*, *Empress of Japan*, etc.), a string of fine hotels (Château Frontenac, Banff Springs Hotel, etc.), an express and telegraph system, and as much land as the Province of Alberta. It has brought in immigrants, sold them land, built grain elevators, run traveling schools. All these activities have been directed toward increasing the business of a railroad which preceded its economic reason for existence. The C.P.R. has always been on a sounder financial basis than most U. S. railroads. For 20 consecutive years up to 1931 it always paid a regular \$10 dividend on its common stock. Dividends stopped in Depression but on March 21 President Edward Beatty (left) announced their resumption in the form of a \$1 dividend on preferred stock.



NEW 1937 MOBILLOIL CHART

**OUT TODAY...
AT 79,000 DEALERS
FROM COAST TO COAST**

DO YOU KNOW it's just as important to get the right grade of oil for your make of car—as it is to change from winter to summer oil?

That's why the Official Mobiloil Chart is worth money to you...

It tells you the exact grade that gets utmost performance and mileage out of your make of motor!

Change today to your car's grade of Mobiloil, made by the Clearosol Process. Enjoy better driving with the world's largest-selling motor oil.

The Mobiloil Chart of Recommendations, 1937-33

Make and Model	1937	1936	1935	1934	1933
AUBURN (6 Cylinder)	—	AF	AF	AF	—
AUBURN (8 Cylinder)	—	AF	BB	BB	BB
BUICK	A	A	A	AF	AF
CADILLAC (8 Cylinder)	AF	AF	BB	BB	BB
CADILLAC (12 & 16 Cylinder)	BB	BB	BB	BB	BB
CHEVROLET	A	A	A	A	A
CHRYSLER	AF	AF	AF	AF	AF
DE SOTO	AF	AF	AF	AF	AF
DODGE	AF	AF	AF	AF	AF
FORD	AF	AF	AF	AF	AF
GRAHAM (6 Cylinder)	AF	AF	AF	—	—
GRAHAM (All Other Models)	—	—	BB	BB	BB
HUDSON	A	A	A	AF	AF
HUPMOBILE	—	AF	AF	AF	AF
LAFAYETTE (Series 3610)	—	A	A	—	—
LAFAYETTE (All Other Models)	—	—	AF	AF	—

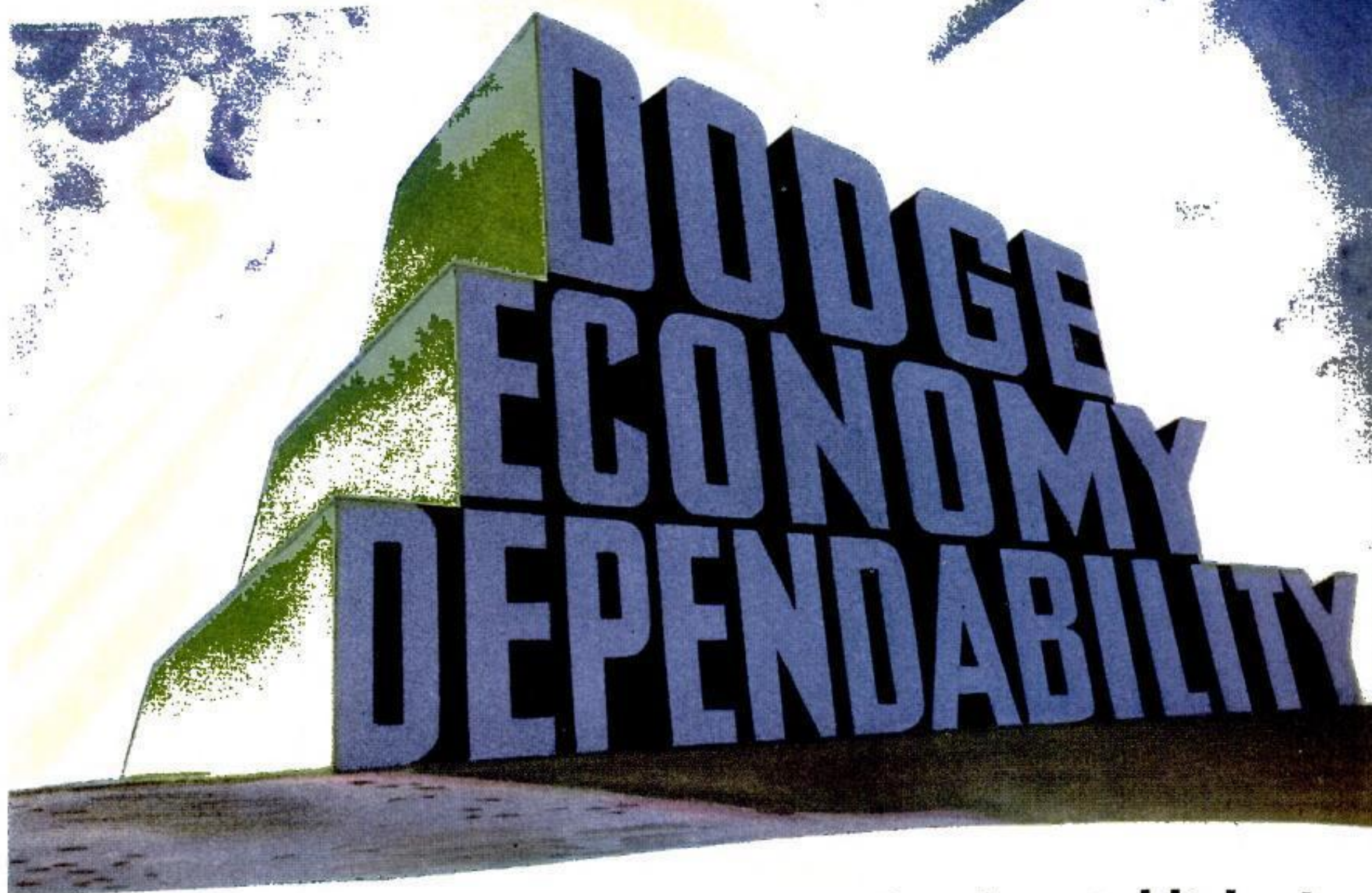
Make and Model	1937	1936	1935	1934	1933
LA SALLE	AF	AF	AF	AF	BB
LINCOLN	AF	AF	BB	BB	BB
LINCOLN ZEPHYR	AF	AF	—	—	—
NASH (Models 11-90, 12-90)	—	—	—	BB	BB
NASH (Lafayette Series 400)	A	A	A	—	—
NASH (All Other Models)	AF	AF	AF	AF	AF
OLDSMOBILE	AF	AF	AF	AF	AF
PACKARD	A	A	A	AF	AF
PIERCE-ARROW	AF	AF	AF	AF	AF
PLYMOUTH	AF	AF	AF	AF	AF
PONTIAC	A	A	A	AF	AF
REO	—	A	A	A	A
STUDEBAKER	A	A	A	AF	AF
TERRAPLANE	A	A	A	AF	AF
WILLYS	AF	AF	AF	AF	AF

For all of these cars, Mobiloil Arctic is recommended for temperatures below 32° F.

MOBILLOIL AND MOBILGAS

SOCONY-VACUUM OIL COMPANY, INC.





Dodge Economy is now firmly established on
the imperishable foundation of Dodge Dependability

The first Dodge was built over 23 years ago...and for 23 years Dodge has so convincingly demonstrated its stamina, its ruggedness, its almost unbelievable dependability that today the name "Dodge" and the word "Dependability" are synonymous in the minds of motorists the world over.

With the U. S. Army in Mexico...over the war-torn roads of France and Belgium with the A. E. F....with Roy Chapman Andrews...Frank Buck...Armand Denis...in the trackless desert wastes of Asia and high impassable jungles of Africa...in these and countless other acid tests...Dodge cars and trucks have consistently, year after year, shown the world the real meaning of Dependability!

On this imperishable foundation of Dependability, Dodge has built a great institution...an organization of brilliant engineers and skilled craftsmen to whom Dependability has been a tradition...a priceless possession demanding all their vision and vigilance every waking, working hour—year after year—that

Dodge products might ever prove increasingly worthy of this famous Dodge heritage...

And, firmly established on this bedrock of Dodge Dependability, Dodge has built for itself still another great reputation... Dodge Economy!

Economy in any product naturally means low maintenance cost. But Dodge economy goes far beyond...right to the very heart of the owner's pocketbook and saves him tangible dollars and cents where they count most—on gasoline and oil!

In every state of the Union, Dodge owners say their cars actually give them from 18 to 24 miles to the gallon of gasoline...save up to 20 per cent on oil...are unanimous in their statements that Dodge is America's Big Money-Saving Car!

With such a reputation...first in Dependability!...first in Economy!...is it any wonder more people are buying Dodge cars than any other make, excepting the three lowest-priced cars?

DEPENDABILITY IN BUSINESS



HERE'S an old adage that says "like attracts like"...

It is not so amazing, therefore, that the Dodge business, having permanently established itself on the enduring foundation of Dependability, attracted to itself, over the years, dealers who are dependable business men—men of high integrity, high character, high business ideals...

Conscious of the rigid precision standards under which Dodge motor vehicles are produced, of the inherent honesty of Dodge manufacturing, it was inevitable that this type of man should prefer Dodge products to any others...

From a purely practical standpoint, a dependable product means pleasant relations between retailer and consumer...it means customers who are friends, customers who buy not just once, but again, and again, and again!... Knowing that a reputation for depend-

ability is the greatest asset that any business can possess, these men sought to associate themselves with a product and a manufacturing institution that stood firmly for this greatest of all business virtues...

...And these Dodge dealers are not in business for just today or tomorrow, but for thousands upon thousands of todays and tomorrows...and they know that the surest way they can keep the goodwill and continued patronage of buyers is to be trustworthy, reliable, dependable, in their relations with those buyers...

Obviously, they, in turn, attract to their own individual organizations—in their sales departments and in their service departments—men who are equally dependable in their representations to their patrons.

Fortunate indeed is a business that can attract and hold such a loyal legion of jealous guardians of its good name.

DODGE DIVISION OF CHRYSLER CORPORATION

Stop and
Go—all year
round



4 OUT OF EVERY 5 MILES YOU DRIVE ARE STOP AND GO



SUPER-SHELL

It's the constant stopping and starting of today's driving that run up your gasoline bills! Just "start-ing up" after a normal traffic stop can waste enough gasoline to drive one-third of a mile.

To reduce this waste, Shell has developed a way to "balance" gasoline. By rearranging its entire chemical

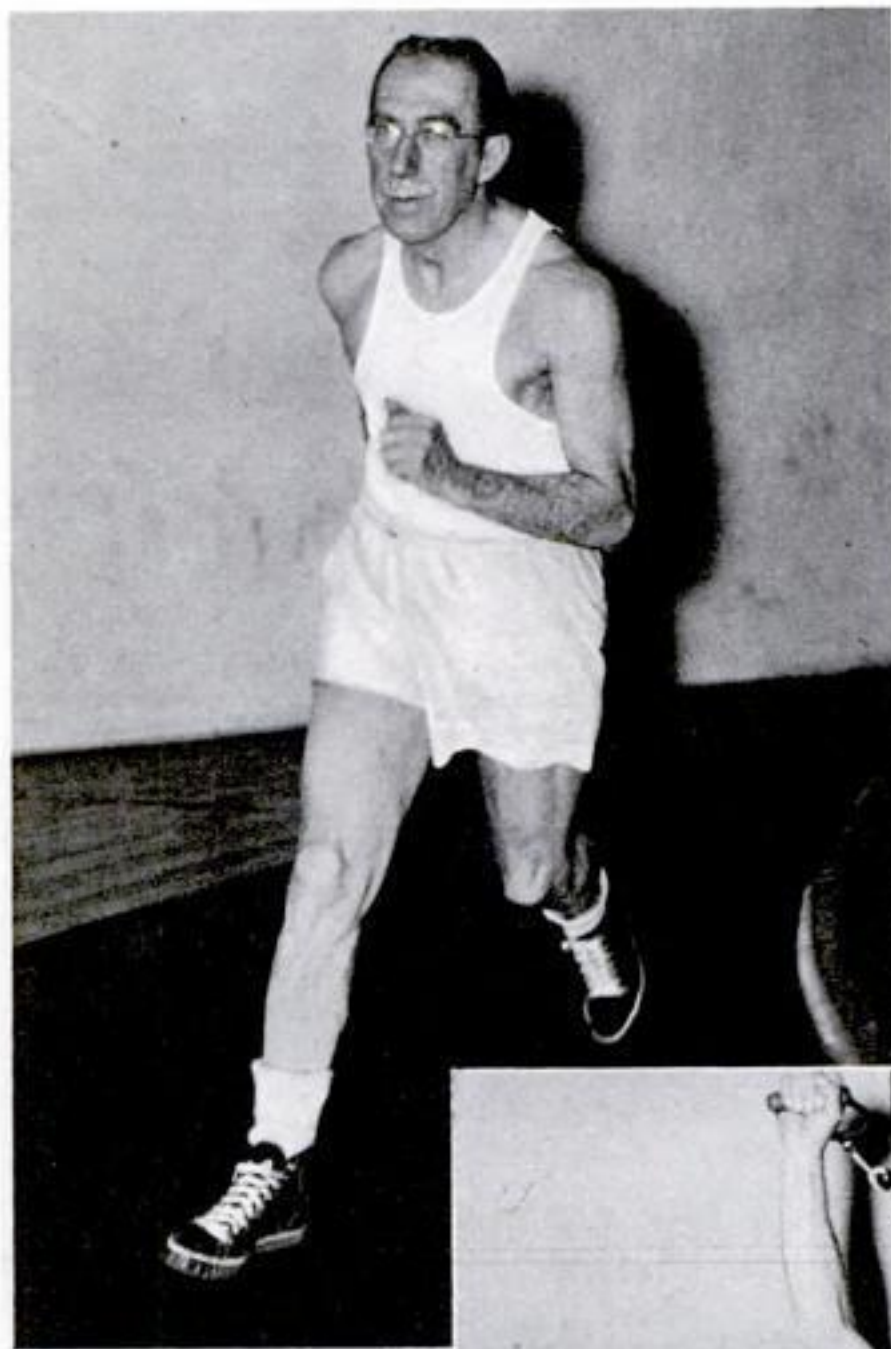
structure, this balancing process makes Super-Shell "digestible" for your motor, just as cooking makes food digestible for you.

"Motor-digestible" is the best way to describe this gasoline. Your motor gets the full benefit of Super-Shell's high energy content—you get the savings. There's a Shell station in your neighborhood.



RHODE ISLAND SENATOR FIT AT 70

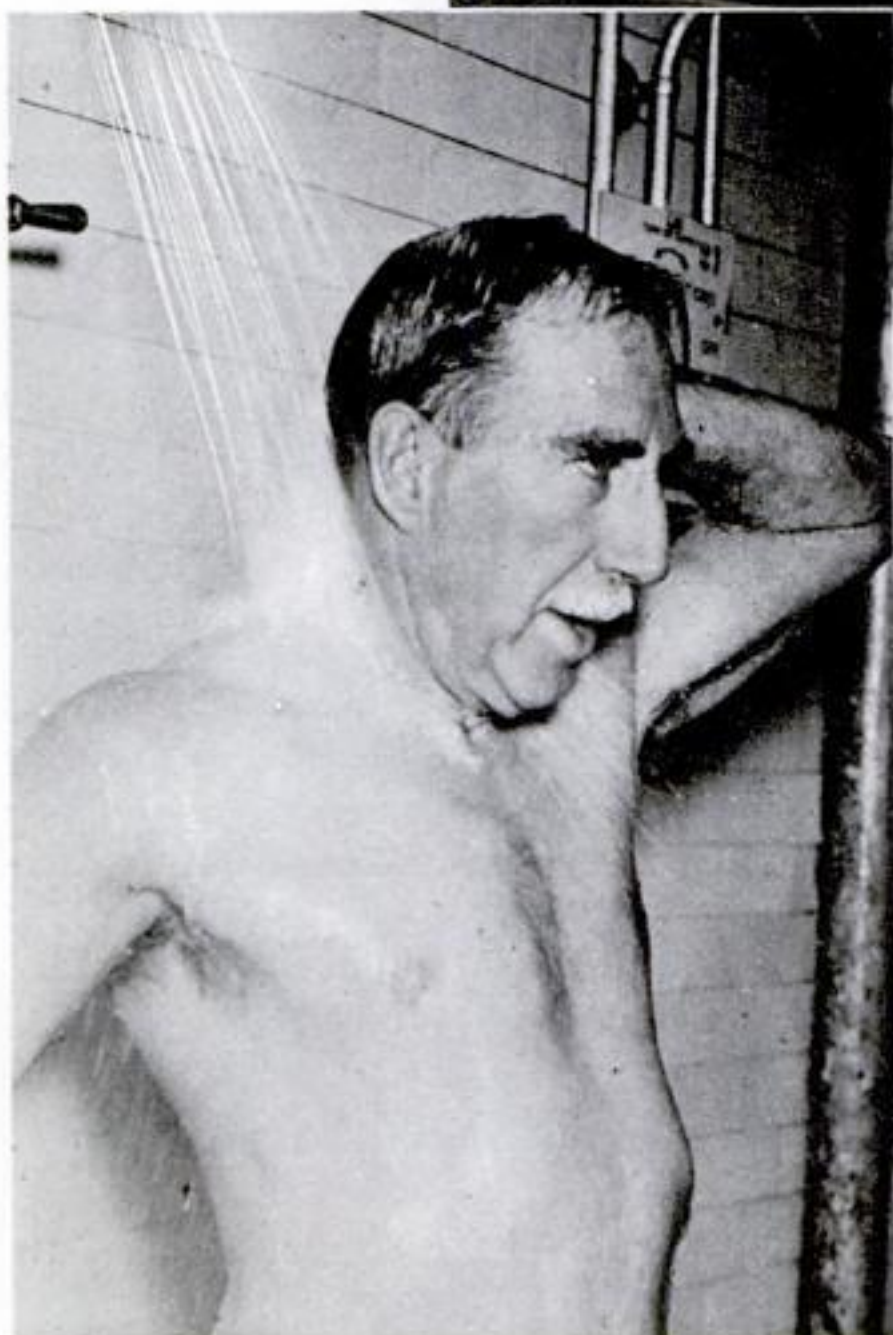
When Senator Theodore F. Green of Rhode Island moved to Washington last January he took a quick look at the Congressional gym, called it a "two-button pantie waist" affair, chose instead the Y.M.C.A. gym in which to work out three times a week. At 70 the Senator, a wealthy lawyer who was formerly Governor of Rhode Island, still makes a fetish of exercise, is in superb physical condition. Below you see him at work.



A run around the Y. M. C. A. track makes spectated Senator Green feel a good deal better than any septuagenarian Supreme Court justice.



Weight pulling every other day (right) develops the Senator's chest muscles and fits him for his Capitol duties.



A brisk cold shower exhilarates this strenuous New Deal Senator whose boast is that he can "take it and dish it out."

(continued on page 46)



EIGHT NEW KELVINATOR MODELS, FOR BOTTLED OR CITY WATER, COVER ALL NEEDS

● The beautiful new Kelvinators cut the cost of better water cooling. The smartest line of water coolers ever introduced, they give you more gallons of properly cooled drinking water per dollar than ever before in refrigeration history. Their plus-powered Kelvinator mechanisms insure maximum operating economy. See them at the local Kelvinator Refrigeration Equipment dealer. Or mail the coupon.

new **Kelvinator**
Water Coolers
PLUS-POWERED FOR ECONOMY



Kelvinator products for business include: Room Coolers, Air Conditioning Units, and Central System Air Conditioning equipment—Commercial Refrigeration equipment—Truck Refrigeration—Water Coolers—Beverage Coolers—Ice Cream Chests and Portable-Holding Cabinets.

KELVINATOR

DIVISION OF NASH-KELVINATOR CORPORATION
DETROIT, MICHIGAN

- ☐ Send descriptive literature on the new Kelvinator Water Coolers.
☐ You may make a free survey of our water cooler requirements.

Name _____

Firm _____

Address _____

City and State _____

L-4-5

SENATOR KEEPING FIT *(continued)*



A splendid bellybust is here executed by the gentleman from Rhode Island in the Y.M.C.A. pool. Senator

Green fortunately has no wife to criticize his diving form. Gubernatorial campaign pictures in 1932 showed him

wrestling and lugging stones half-naked, inspired the Republican slogan "Don't Take Green Off the Rock Pile."

Advertisement

LIFE BEGINS AGAIN *New Figure New Fame for Marion Talley*



Plump Opera Star Abandons Career

Life has a way of revealing pasts of prominent people—of uncovering photographs such as this of Marion Talley, taken when she abandoned grand opera for a farm in Kansas. Always gracious, Miss Talley doesn't protest. She admits she was too plump—that she's plump no longer—that her slim new figure has brought her new fame, new fortune. But how—ask caloric-conscious women—how did she reduce?

Learns about Hollywood Habit. "About a year ago," says Miss Talley, "my movie star friends told me how they keep slim and fit following the Hollywood Habit. So I tried it. I ate sensibly, exercised moderately and used Ry-Krisp as bread at every meal. It worked like a charm . . . I lost 57 pounds."



MARION TALLEY and MICHAEL BARTLETT in the Republic Picture, "Follow Your Heart"

Achieves New Figure, New Fame. Once more Marion Talley is in the spotlight. Starring in the movies. Singing over the radio. And what a different Marion Talley than the plump 19-year-old choir girl of yesterday. At 29, there's a new sparkle in her eyes. A new swing in her step. And her figure is the youthfully slender figure of a girl in her teens. "Thanks to Ry-Krisp and the Hollywood Habit, I look and feel years younger," she says.

Ry-Krisp, the whole rye wafer that played such an important part in Miss Talley's reducing program, is a crunchy, appetizing wafer that tastes good with everything. Wise hostesses serve it with soups, salads, beverages . . . because its hearty rye flavor makes any food taste better. Dad likes it for midnight munching. Junior



likes it as an after-school snack. And you'll like it not only because it tastes so good—but because it's filling but not fattening.

Hear Marion Talley Sing
Every Sunday Afternoon
5 P. M., EST., NBC Red Network



The Right to Hope

BECAUSE of your knowledge of the hazards in her way and how to avoid them — you have the right to hope that her life will be rich in fulfillment.

But this warning must be taken now. One of the great menaces to health and happiness today is dental infection. For tooth decay has become one of the most harmful and prevalent diseases of mankind.

A Government report on the examination of more than a million children in schools, indicates an average of two infected teeth per child.

As age advances, conditions grow worse. Impairment of appearance — even actual loss of teeth — is only a minor result of dental infection. Unchecked, it can retard physical and

mental development — contribute to serious illness of vital organs — even shorten life.

Because of these facts, the House of Squibb has developed Squibb Dental Cream and Squibb Tooth Powder to provide a more effective home aid in fighting dental infection.

Most Tooth Decay Can be PREVENTED

Today we offer a simple plan by which most tooth decay can be prevented, and urge you to follow it. Squibb dentifrices contain an antacid that neutralizes the bacterial acids that cause decay, wherever it comes in contact with them. And you will like the refreshing cleanliness of the mouth and brilliant luster of the teeth that result from their use.

Follow THE SQUIBB PLAN

1. Brush your teeth thoroughly at least twice a day, using a dentifrice that is efficient and safe: one prepared by a reliable maker.
2. Check with your dentist regularly to be sure that your home treatment is effective, that your diet is correct, and that you have the benefit of adequate professional service.

For more than three-quarters of a century, millions of careful families have depended on the name of Squibb. Specify—

SQUIBB TOOTH POWDER—it has all the scientific advantages of Squibb Dental Cream . . . for those who prefer powder.

SQUIBB MINERAL OIL—a safe, tasteless internal regulator.

SQUIBB ASPIRIN—pure and promptly effective.

SQUIBB COD LIVER OIL—exceptionally rich in Vitamins A and D . . . a true economy.

SQUIBB MILK OF MAGNESIA—free from any suggestion of earthy taste . . . another sign of purity.

SQUIBB SODIUM BICARBONATE—refined to an unusual degree of purity.

SQUIBB DENTAL CREAM

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER

King Richard II

IS BROADWAY'S SURPRISE SMASH HIT IN A LACKLUSTRE SEASON

With the same dearth of important new plays that characterized it at the halfway point last Christmas (LIFE, Jan. 11), the 1936-37 Broadway season draws to a close. Hits were scored by half a dozen comedies: some cheerful, like *High Tor* and *You Can't Take It With You*; some bitter, like *The Women*. But the real glory of the season has been its Shakespeare revivals. Of four major ones, two (Leslie Howard's *Hamlet*, Walter Huston's *Othello*) got icy receptions, promptly moved on or folded up. The other two, John Gielgud's *Hamlet* and Maurice Evans' *King Richard II*, won such praise as has not been given young actors in a decade.

The season's big surprise smash was Maurice Evans' *Richard II*, pictures of which you see on these two pages. Only a few knew this obscure

tragedy of an obscure English king, written ten years before the mature period of Shakespeare's masterpieces. When it was last played in New York nearly 60 years ago, critics fell afoul of the great Edwin Booth, complaining that he "breathed hard" and stood "on one leg with the other wound round it." But the audience that watched blond young Maurice Evans laugh, plead and storm his way through it on February 5 rose at the final curtain to cheer. Critics went out to acclaim his performance "majestic," "of infinite subtlety and burning emotion," "the most thorough, illuminating and vivid Shakespeare of recent memory." Some called him the finest living actor on the English-speaking stage.

Maurice Evans was not unknown to U. S. audi-



IAN KEITH, AS BOLINGBROKE, PLAYS THE DUKE WHO SNATCHES WEAK KING RICHARD'S CROWN

ences before this sudden success. Last season he shone as the weak but wily Dauphin in Katharine Cornell's *St. Joan*. Last fall he scored again as the imperious but moribund Napoleon in *St. Helena*. His abiding passion, however, was to play Richard II as he had played it in London's famous "Old Vic," that vast and popular playhouse where a flock of budding young actors, including John Gielgud and Charles Laughton, were tested in the world's most exacting classics before the world's most difficult audience. In New York, Actor Evans' project for a similar repertory company, to start with *Richard II*, was turned down by one cautious producer after another. Eventually he found backers in Comedian Eddie Dowling and Producer Robinson Smith.

Though *King Richard II* acquired stature in the eyes of critics as a result of this production, it is Actor Evans who gets and deserves most of the praise. The play itself is shot through with some of Shakespeare's finest patriotic verse, with flashes of his most subtle characterization, but it remains, as a whole, disjointed and unresolved. It is the story of a vain, cruel and wastrel king (see old print above), who laughs at the discomfiture of his nobles, ravages their estates, surrounds himself with fops and flatterers. Too late he finds himself deserted, his angry lords allied to his enemy, Bolingbroke (left), now marching triumphant across England with eyes fixed on the throne. In the end, like another gay young British monarch, Richard must abdicate. To this part, once scorned by Victorian actors as contemptible, Maurice Evans brings such a storm of emotions, such bitter understanding and pity, that his weak young king emerges as a lesser Hamlet, growing heroic in grief as his pride bends under disaster. He brings to it, in addition, youth, infinite grace of presence and the most beautiful diction to be heard on the English stage.

The result has been a daily sell-out, with an average weekly gross of \$21,000. On March 13, with a ticket sale of \$30,000, the entire cast was given a 10% raise in pay. With nearly every city on the continent clamoring for the production, it will be closed during the hot summer months, reopened next fall, then taken on a tour to key U. S. towns. After that, Actor Evans may choose another little-known Shakespeare play, with it and *Richard II* open the only classical repertory company in the U. S.



MAURICE EVANS, AS SHAKESPEARE'S RICHARD II, PLAYS THAT OTHER GAY YOUNG ENGLISH KING WHO CAME TO GRIEF AND HAD TO ABDICATE

NEW CHEVROLET 1937

The Complete Car - Completely New



You want *all* good things in your new motor car. . . .
 And you may as well enjoy real savings in purchase
 price, in operating costs and in upkeep, while getting
 all desirable motoring advantages. . . . Careful consider-
 ation will lead you straight to this one car—Chevrolet
 for 1937—*the only complete car—priced so low!*

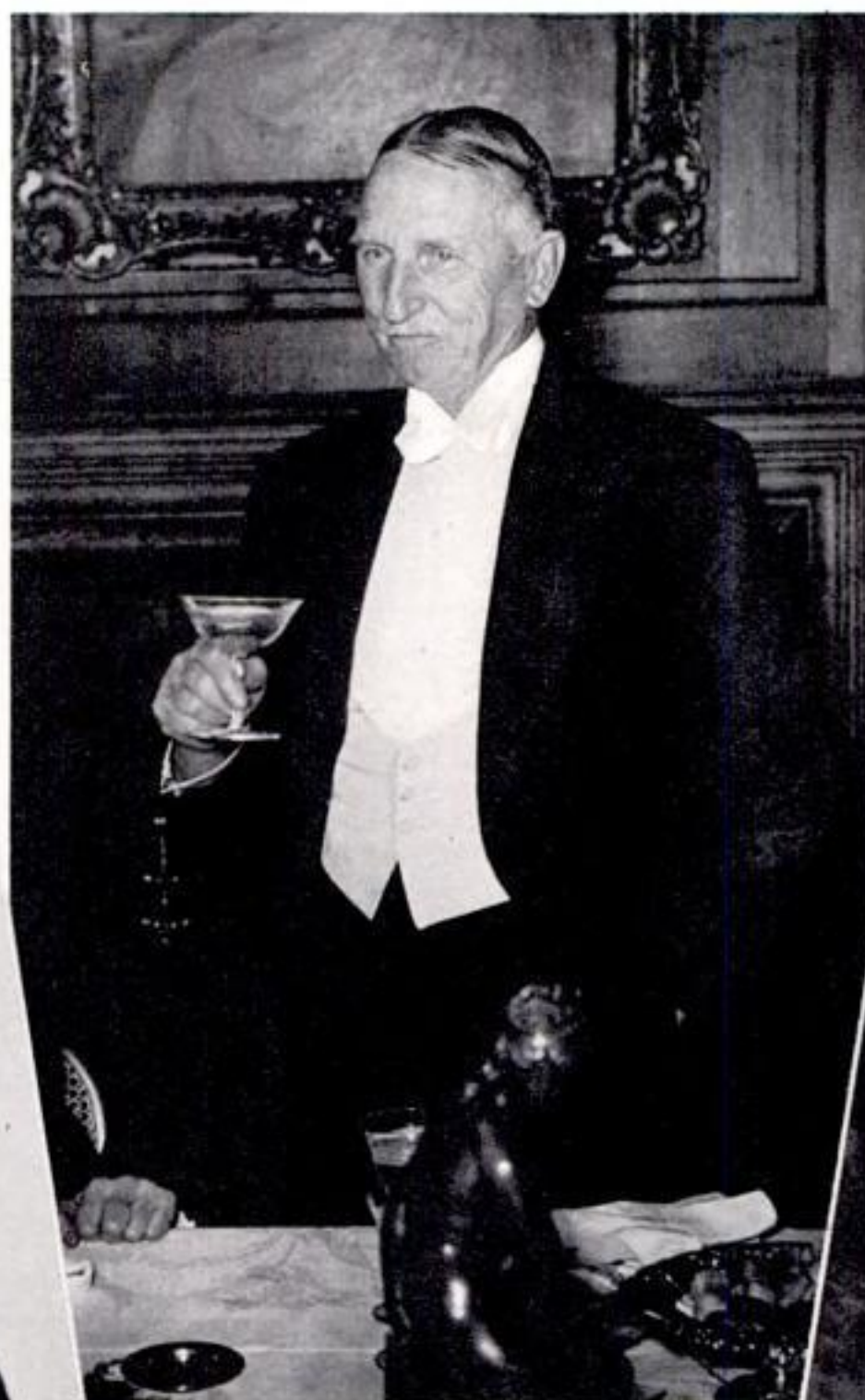
CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

**NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE—NEW ALL-SILENT, ALL-STEEL BODIES—NEW DIAMOND CROWN SPEEDLINE
 STYLING—PERFECTED HYDRAULIC BRAKES—IMPROVED GLIDING KNEE-ACTION RIDE*—SAFETY PLATE GLASS ALL AROUND—GENUINE
 FISHER NO DRAFT VENTILATION—SUPER-SAFE SHOCKPROOF STEERING*.** *Knee-Action and Shockproof Steering on Master De Luxe models only.

General Motors Installment Plan—monthly payments to suit your purse.

NEW FRENCH AMBASSADOR OPENS A PHILADELPHIA ART SHOW AND SEES AMERICA

Georges Bonnet, new French Ambassador to the U.S., arrived in Washington with his family early in March. After quietly shelving French War debt talks, he had other less urgent duties to perform and he also had a desire to see America. On March 20 he combined duty and desire by journeying to Philadelphia to open the new galleries of French art in the Philadelphia Museum of Art. Here he



M. Bonnet's host was John S. Stokes, machinery manufacturer and president of the Museum. In the evening, he gave a stag dinner. Above, he proposes a toast in champagne (see below) to the French Republic.

encountered a pleasant slice of American democracy. Mingled with the smart guests at the afternoon opening ceremonies were WPA workmen who had labored on the galleries and had been invited to the opening. M. Bonnet delivered a summation of French Art, then inspected the paintings of his native land. In the evening, the Museum's President Stokes gave a dinner in the Museum for M. Bonnet.



M. Bonnet sips a Museum Martini before dinner.



Mme Bonnet has a good laugh at America.



The Museum's exhibit contained over 80 paintings tracing the development of French art from the 17th Century Poussin to the modern Picasso. Above, a *Head* by Brancusi stands in front of Picasso's *Woman with the Loaves*.



A Degas bronze (above) was much admired. Most gallery-goers were unaware that Degas not only painted ballet girls but also made statues of them. Also shown were eight Cézannes, one of which will appear in next week's LIFE.

UNITED'S DELUXE NEW MAINLINERS

BUILT BY DOUGLAS



★ **THE SKYLounge** (exclusive with United)—14 deep-cushioned swivel chairs in a 21-passenger type cabin. Luxuriously appointed. Remarkably quiet. Air conditioned. Unusual visibility.



★ **MAINLINER DINING**—Complimentary hot meals, finer, more delicious than ever. Real silver, china, linen . . . individual tables. And matchless service by United's attractive, attentive stewardesses.

★ UNITED ★ AIR LINES

**FASTEST, SHORTEST BETWEEN THE EAST
AND MOST PACIFIC COAST CITIES**

**The world's most powerful, most
luxurious air transport fleet!**

● These planes—the deluxe Skylounges and the commodious 21-passenger club type planes—are the fastest, most luxurious, most powerful planes of their size in the world!

United's Mainliners offer an array of *exclusive* features for dependability, finer service, and *the utmost in luxury*: The greatest reserve power—a cruising speed of 192 m.p.h. using only 62% of available power. The latest aids to air navigation—1937 automatic pilot, the newest type instruments and multiple radio, constant speed propellers. And ground facilities so scientifically developed that United, the pioneer, has long been a model air transport system here and abroad.

For an idea of the unequalled *luxury* of United's new Mainliners, study these pictures. For a flight backed by the only airline with 100 million miles of flying experience—make reservation today on a UNITED MAINLINER at any United Ticket office, travel bureau or telegraph office.



★ Chicago-New York non-stop, 3 hrs. 55 min. Los Angeles-San Francisco, 2 hrs. San Francisco-Seattle, 5½ hrs. New York to California—overnight.

FRENCH AMBASSADOR SEES AMERICA

(continued)

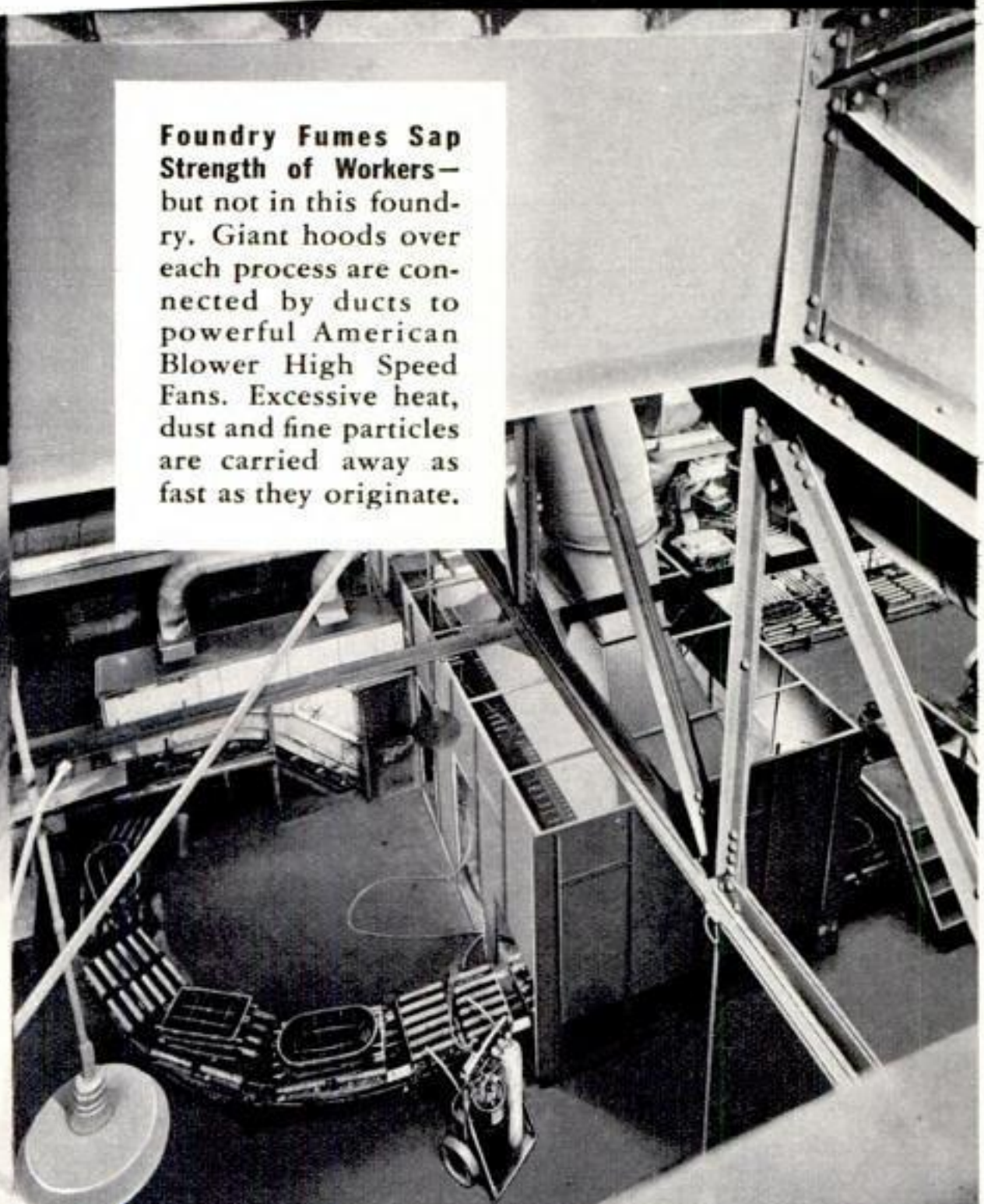


After the feasting and the ceremony, Ambassador and Mme Bonnet spent the night in this guest house on the Huntingdon Valley estate of John Stogdell Stokes. It was a *coup* for Mr. Stokes, as president of the Museum, to attract M. Bonnet to his opening. He is trying hard to raise money to provide room for showing more of the Museum's large collection, most of which is stored in its cellars. After leaving the Stokeses, the Bonnets took up seeing America by visiting the Widener and the Barnes art collections and the Longwood estate of Pierre du Pont. Then they entrained for sightseeing in Florida as the guests of Edward T. Stotesbury.




M. Bonnet has a word in French with Mouffe, the Stokes's bitch, over the breakfast dishes in the Dutch guest house (top). M. Bonnet, whose English is slow and not always very sure, had a hard time discussing dogs. He struggled trying to explain what he meant by the opposite of a hunting dog, finally decided he meant "watch dog." Attractive Mme Bonnet, who talks fluent English with an accent, was not around to help him. Though she is exceptionally pretty, the Ambassador's wife is also camera-shy and did not want her picture taken at the gallery opening.

WANTED TOUGH PROBLEMS FOR AIR IN INDUSTRY!

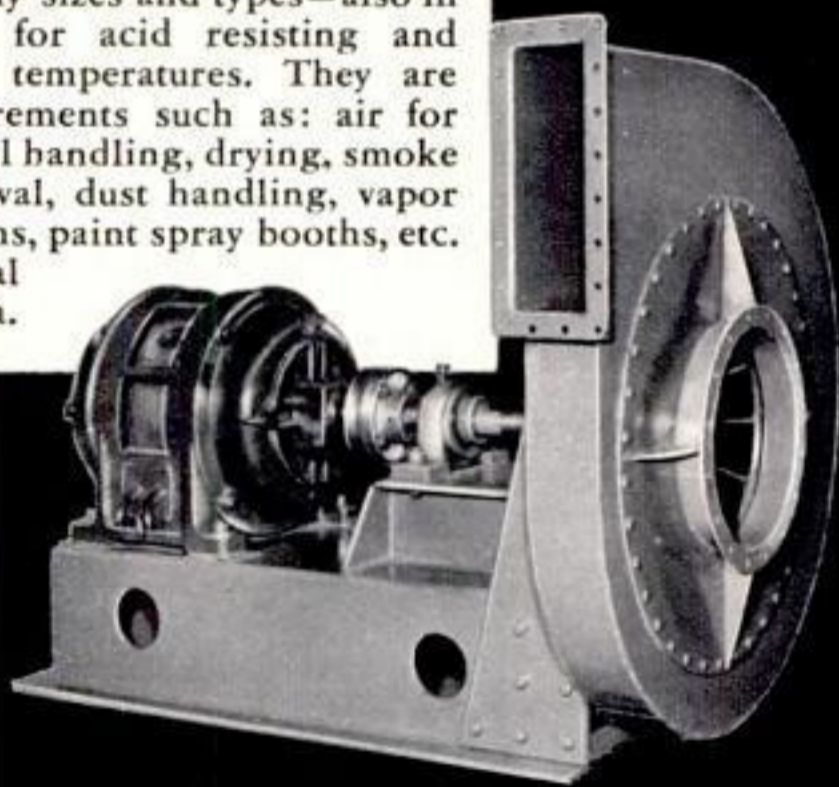


Foundry Fumes Sap Strength of Workers— but not in this foundry. Giant hoods over each process are connected by ducts to powerful American Blower High Speed Fans. Excessive heat, dust and fine particles are carried away as fast as they originate.



Arc welding, 1,000 pieces a day in a plant that was originally designed for a quarter of present production is a tough job for men and machines. American Blower Industrial Fans and Blowers clear the air of excessive heat, smoke and fumes, keep production moving at a fast clip and improve working conditions.

American Blower Industrial Pressure Blower. American Blower Fans and Blowers are available in many sizes and types—also in special metals for acid resisting and handling high temperatures. They are used for requirements such as: air for cupolas, material handling, drying, smoke and fume removal, dust handling, vapor absorption, ovens, paint spray booths, etc. Write for special catalogs and data.



FOR OVER 50 YEARS American Blower engineers have been Air Technicians to industry. During this time thousands of American Blower Fans and Blowers have been installed in the metal working field, the steel industry, chemical industry, in flour mills, food factories, mines, glass plants and paint shops. Many seemingly impossible problems have been solved in air handling, material handling and air conditioning. This experience is available to you. If you have a tough problem for air, call in an American Blower engineer. Let him help you clear the air in your business. Write us today.



BAD AIR IS BAD BUSINESS
GOOD VENTILATION IS GOOD BUSINESS

AMERICAN BLOWER CORPORATION

Division of American Radiator and Standard Sanitary Corp.

6000 RUSSELL ST. • DETROIT, MICHIGAN

Wonder what a wastebasket thinks about paper



An old friend! Letters from that outfit never stay on the boss's desk.

He didn't even read this letter. Don't blame him. Pretty punk stationery, I'll say.

Just look at that messy erasing. Why don't business men give their typists decent paper?

That one got him sore! Cheap concern, I guess. Paper looks it, anyway.

Only an envelope this time... Ah, a Hammermill Bond envelope! Come to think of it, letters on Hammermill Bond don't often get to me!

WILL YOUR LETTER GET THE BASKET —or get ACTION?

A selling letter, an offer of service, any bid for business... when sent on Hammermill Bond... does stand a better chance of staying out of the wastebasket. One cent more for each 25 letterheads will switch your letters from cheap paper to Hammermill Bond. Send today for the Working Kit of Hammermill Bond, a guide to help you design and order letterheads and printed forms, based upon the actual experience of hundreds of successful companies.

HAMMERMILL BOND



HAMMERMILL PAPER COMPANY, Erie, Pa.

L-4-5

Gentlemen: Please send me, without charge or obligation, your Working Kit of letterheads and printed forms, including actual designs and proved methods of putting paper to work. (Students and outside U. S., 50¢)

Name _____ Position _____
(Please attach coupon to your business letterhead)

LOOK FOR THE WATERMARK

IT IS OUR WORD OF HONOR TO THE PUBLIC

THERE'S HORSE SENSE IN THIS COLT

March and April are the months when most colts are foaled. Below you see one on a California ranch who finds himself at mealtime a good way from home. He is only a few days old, is still mostly legs, with the frisky little bobtail of the newborn foal. Being hungry, he applies his innate horse sense and strikes out for home. First a trot, then a gallop, then a whinny as he comes down the fence toward mother and lunch.



Free! HERE'S YOUR NEW VACATION HOME!

25 COMPLETE TRAILER OUTFITS made up of

25 "COVERED WAGON" TRAILER HOMES and 25 NEW 1937 FORD V-8 SEDANS

AND 1000 GALLONS OF SINCLAIR H-C GASOLINE FREE WITH EACH OUTFIT

Highlights of the NEW 1937 FORD V-8

Model offered is new Tudor Sedan

Power—V-8, 85 horsepower, Ford engine gives quick acceleration and power. **Easy-Action Brakes**—Ford brakes give you "the safety of steel from pedal to wheel." **All-Steel Safety Body**—Top, sides and floor welded into a single unit of great strength. Safety glass standard all around. **Riding Comfort**—A big, roomy car with extra space in the body. Exceptionally large luggage space.

Highlights of the "COVERED WAGON" Trailer Home

Model offered is new, 1937, De Luxe Model, 19-foot Trailer Home

Brakes—Electric, standard. **Chassis**—All-steel electrically welded. Great tensile strength. **Coupler**—Permits full turning in any direction. Cannot break apart. **Windows**—Eight double-strength steel sash and frames. **Interior**—Furnishings include beds for four, wardrobe, cupboards, ice box, floor covering, stove, kitchen sink, screens, lavatory, lights. Special construction for strength and insulation.



EACH TRAILER OUTFIT COMPLETE AND READY TO TRAVEL. Completely equipped for four people with: Silverware (Tudor plate by Oneida Community Silversmiths); Cannon towels, bed linen; Cannon blankets; Federal cooking utensils; Revere copper skillets; china; electric bulbs—and a plentiful supply of CAMAY!

Here's the easiest contest ever... Write about 25 words telling "Why I Like Camay Better Than Any Other Beauty Soap." You may win one of these 25 trailer outfits or one of 300 cash prizes!

WHAT COULD be more thrilling than to be the proud possessor of one of these beautiful trailer outfits—each made up of a big, economical 1937 Ford V-8 Sedan and a "Covered Wagon" Trailer Home—complete with furnishings, even to 1,000 gallons of Sinclair H-C gasoline. Think of the places you could visit... the sights you could see... the vacation trips you could take, *whether it's a week-end jaunt or a two-month tour!*

We are offering you these wonderful prizes simply because we want more women to discover why Camay is called "The Soap of Beautiful Women." For once you've tried this marvelous soap—once you've seen how Camay helps your complexion—we know you'll never go back to any other. Camay is so gentle, so mild, so thorough in its cleansing... millions of women depend on it as their favorite beauty aid.

When you try Camay, notice its delicate fragrance, its creamy lather—feel how gently it caresses the skin—see how Camay's tiny, energetic bubbles completely cleanse down to every pore. See if your skin doesn't take on a new radiance you never noticed before. See if your skin isn't lovelier than ever.

Go to your nearest dealer and purchase 3 cakes of Camay—then send the 3 wrappers, or facsimiles, together with your letter explaining "Why I Like Camay Better Than Any Other Beauty Soap"—to Camay, Dept. L, Box 735, Cincinnati, Ohio. You may win one of these prizes... and certainly, you'll win a grand and glorious complexion!

Hints on Writing a Winning Letter

You don't have to be a college professor to win. Prizes will be awarded for the most original, appropriate and concise letters.

Buy 3 cakes of Camay—today. Use it—have all the family try it. You'll find a wealth of reasons that might make *your* letter one of the winning ones! Don't forget, *you* may be a happy winner of one of these luxurious trailer outfits... or of one of the 300 cash awards. Don't delay. Enter now!

Trade-mark Reg. U. S. Pat. Off

TUNE IN ON "PEPPER YOUNG'S FAMILY" FOR HINTS ON WINNING

RADIO TIME TABLE

See your local paper for stations

E.S.T.	C.S.T.	M.S.T.	P.S.T.
10:30 A.M.	9:30 A.M.	—	—
3:00 P.M.	2:00 P.M.	1:00 P.M.	12:00 M.



1,000 GALLONS OF SINCLAIR H-C GASOLINE FREE!

Each Trailer Outfit includes 1,000 gallons of Sinclair H-C gasoline—a year's supply free, as you need it, at all Sinclair stations. Famous everywhere for high-power... fast-starting... real economy, your Sinclair H-C gasoline will speed you wherever you want to go.

ACT AT ONCE... You may win one of these Traveling Vacation Homes... FREE!

25 FIRST PRIZES

25 "Covered Wagon" Trailer Homes (completely equipped)

25 new 1937 Ford V-8 Sedans (with 1,000 gallons of Sinclair gasoline)

300 OTHER PRIZES

100 Prizes . . . \$10 in Cash!
200 Prizes . . . \$5 in Cash!

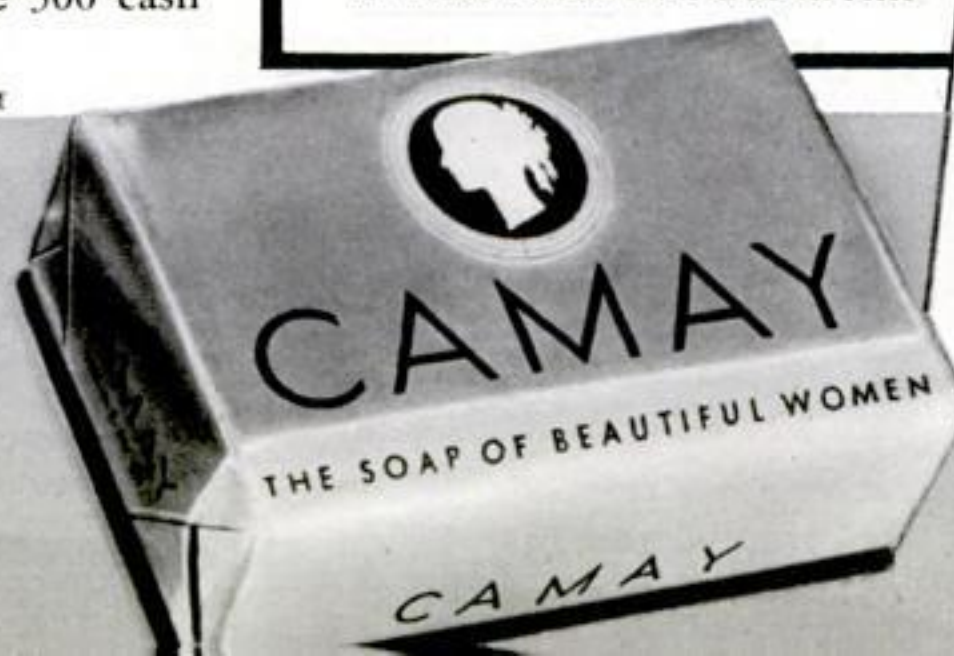
A Total of 325 Prizes in All!

HERE ARE THE EASY RULES!

1. Tell us in about 25 words, "Why I Like Camay better than any other Beauty Soap."
2. Print clearly your name and address, attach three Camay wrappers (or facsimiles) and mail to Camay, Dept. L, Box 735, Cincinnati, Ohio. **All entries must be postmarked before Midnight, May 1, 1937.**
3. Send in as many entries as you wish, provided each is on a separate sheet of plain paper, bears your name and address, and is accompanied by three Camay wrappers or facsimiles.
4. Judges will award prizes to the entries which, in their opinion, give the most original, appropriate and concise reason for liking "Camay better than any other beauty soap." Judges will be Miss Elsie M. Rushmore, National Consultant, and her associates. Decisions of the judges will be final. No entries returned. In the event of a tie, identical prizes will be awarded to tying contestants.
5. The 25 principal prize winners will be announced on the Camay Radio Program, "Pepper Young's Family," over 57 NBC stations the week beginning June 21st. Complete lists of all prize winners will be available after that week at Covered Wagon and Ford dealers and Sinclair Gasoline stations.
6. Anyone may enter except employees of Procter & Gamble, their advertising agencies and their families.
7. Contest applies to United States and Hawaii, and is subject to Federal, State and local laws and regulations. Entries, contents thereof, and ideas therein become the property of Procter & Gamble.

CAMAY

THE SOAP OF BEAUTIFUL WOMEN



THE CAMERA OVERSEAS: MUSSOLINI HAS WOMAN TROUBLE

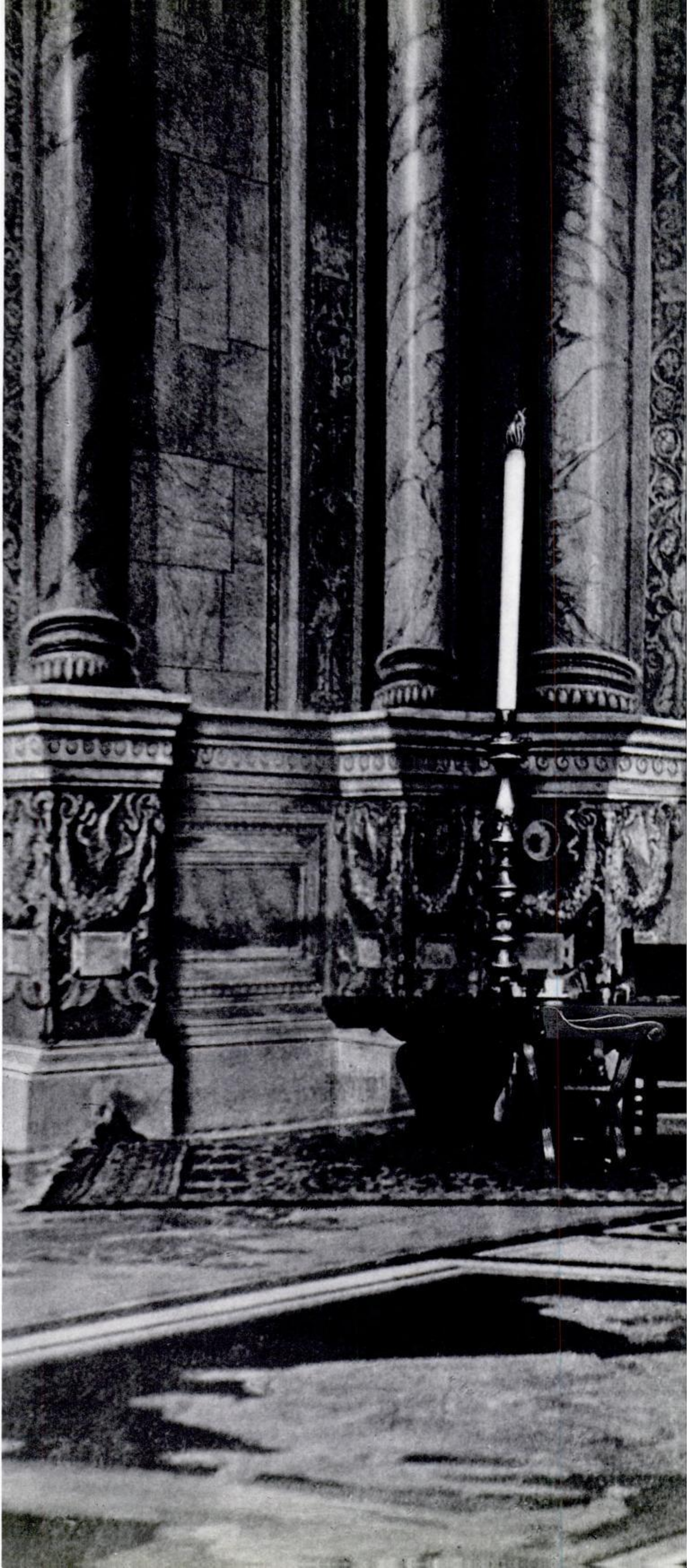


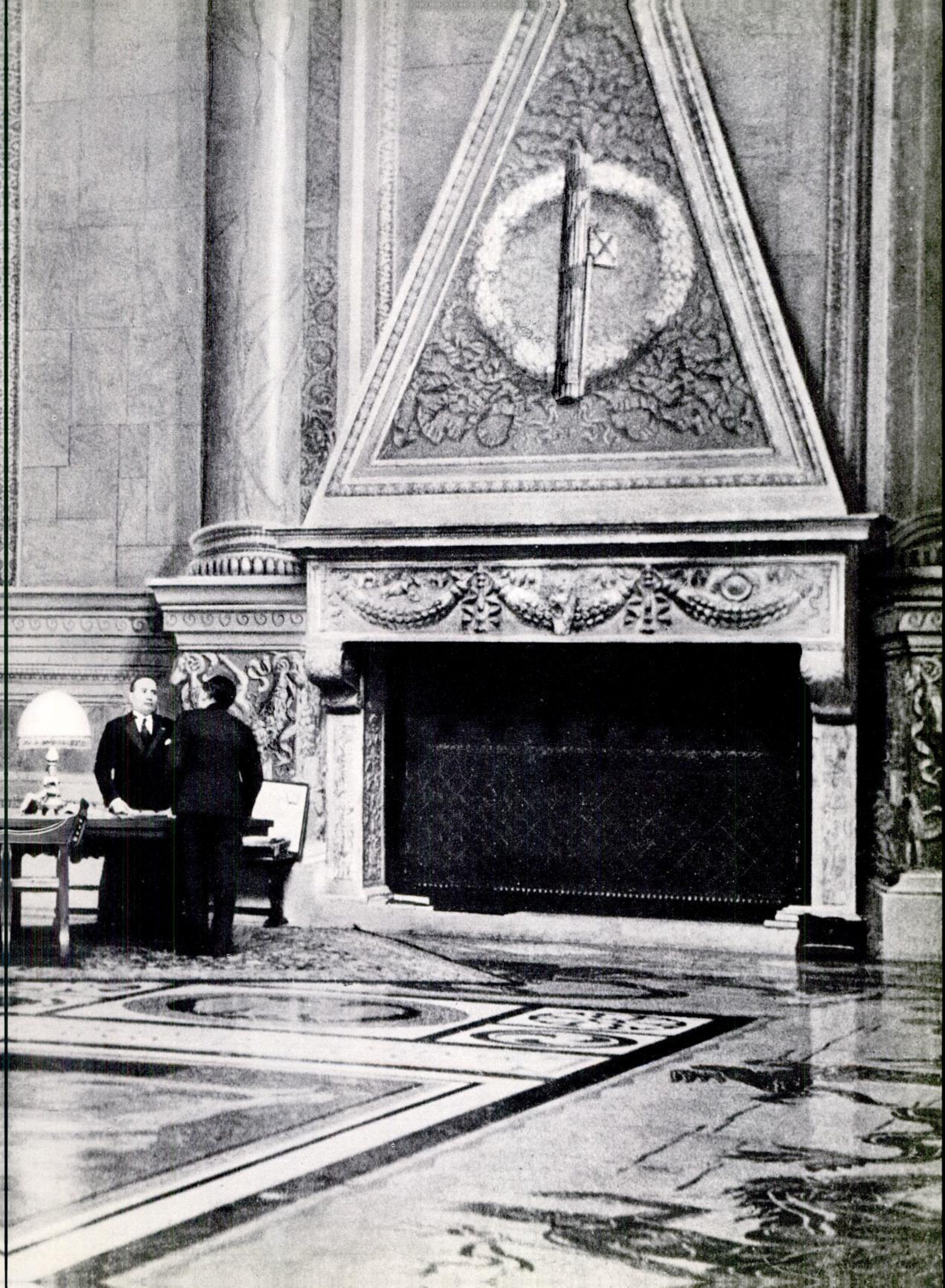
This is one corner of Benito Mussolini's 60-ft. long, 40-ft. high office in Rome's Palazzo Venezia. The room is totally bare save for the desk, the rug under it, an atlas stand and the altar candle. The most strong-minded visitors find it hard to notice anything but Mussolini in the far corner. But the whole effect is a lovely, aged silvery blue. The floors are real mosaic. The columns are painted illusions. The Fascist fasces over the fireplace is a painting too. An aged usher waves visitors through several empty rooms into the Presence.

One of Mussolini's visitors in April 1936 was a tall, baby-faced French journalist, Madeleine Cora-boeuf La Ferrière (*above*), whose stage name was Magda de Fontanges. Mme de Fontanges fell in love with Il Duce, called for more interviews, got them. Presently she was told by Italian Minister of Press Dino Alfieri that she had had enough interviews. For thus ending her romance she chose to blame neither Mussolini nor Alfieri but the French Ambassador at Rome, Count Charles de Chambrun, descendant of Lafayette and an honorary citizen of the U. S.

All this was well in the past when on March 10 Mussolini left his great office for a visit to Libya (see pp. 58 and 59). Libya is a miserable desert on the north coast of Africa, won for Italy in 1912. But Mussolini is a great journalist and he proceeded on his Libyan visit to clothe the bare facts of Libya and Ethiopia with the dream of "The New Empire of the Caesars." This went well in Italy. For the benefit of Libyan Moslems Il Duce had himself called not only "Defender of the Prestige of Rome, Common Mother of All Mediterranean Peoples," but also "Protector of Islam." This did not go at all well with Britain, ruler of most of the world's Moslems and the Christian nation against which Mussolini was presumably "protecting" Islam.

On March 4, Mussolini's Libyan idyl was rudely spoiled by the bad news that two Italian divisions in Spain were being routed by the Spanish Government. On March 18 he got the news that forgotten Mme de Fontanges had shot Count de Chambrun and was blabbing about her frustrated romance with "My Benito." Mussolini hastened home to his big office.





THE CAMERA OVERSEAS: MUSSOLINI RECHRISTENS THE MEDITERRANEAN "MARE NOSTRUM"

Italy cuts the Mediterranean in two but for 1,500 years it has been a second-rate power in the Mediterranean. England controls the exits at Gibraltar and Suez. On March 10 Mussolini set out ostensibly for an inspection trip of Libya, modern Italy's first colony, separated from its second, Ethiopia, by the burning wastes of the Anglo-Egyptian Sudan. What the trip promptly became was a boasting spree. In rapid succession Mussolini hinted that he was going to restore the ancient Mediterranean Empire of Rome, boasted that the inland sea was "Mare Nostrum" (our sea) and swore that the Moslems of the world could look to Italy for salvation. Colonially nearly useless, Libya would be valuable in any naval attempt to wrest the Mediterranean from Great Britain. To point up this fact, Mussolini on his way to Libya reviewed two squadrons of the new Italian Navy, standing most of one day on the deck of the cruiser *Pola* (right) with (left to right) Minister of Colonies Lessona, Minister of Press and Propaganda Alfieri and Under-Secretary of the Navy Admiral Cavagnari.



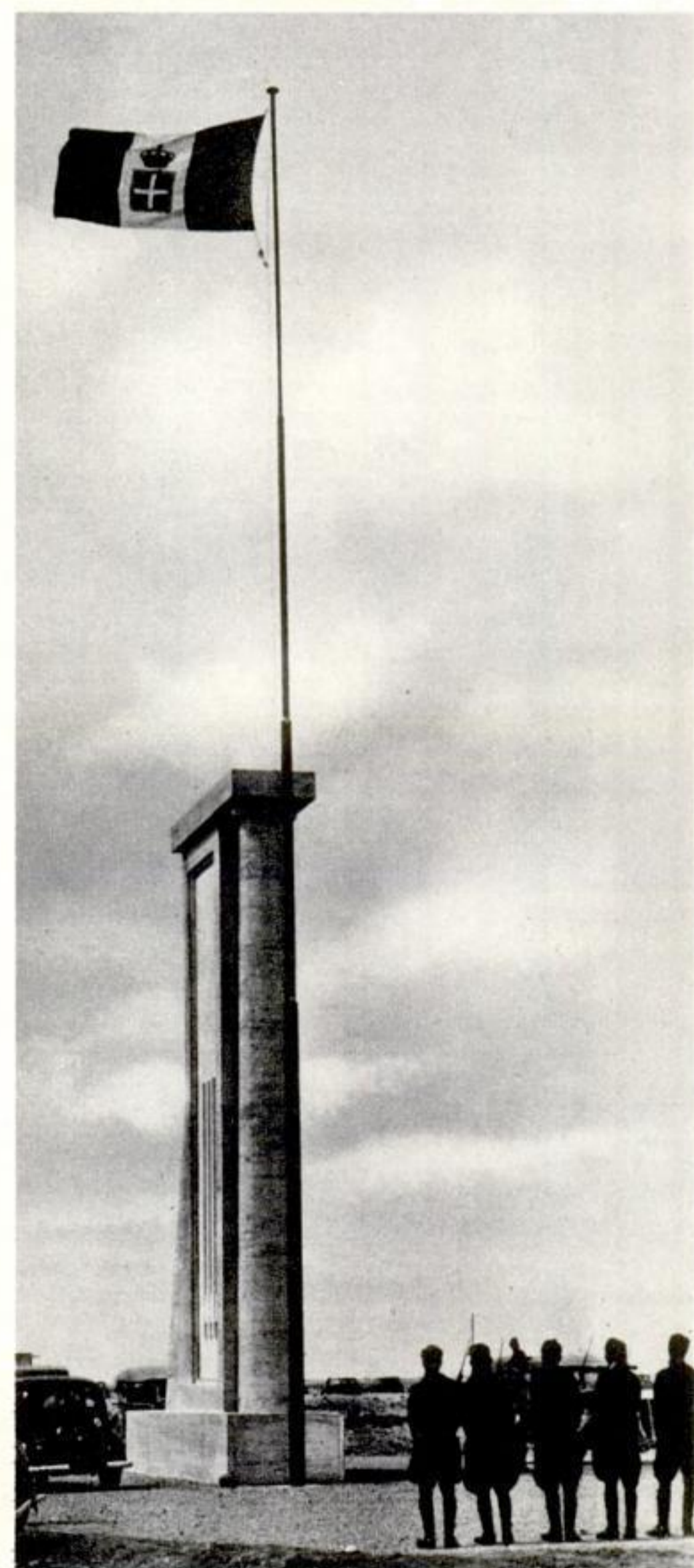
First stop in Libya was Tobruk, Italian submarine base. Libya's Governor General Italo Balbo (in car, with beard) showed his chief a town plastered with "DUX" (Latin

for Leader) and "DUCE" (Italian), Italian and Fascist flags, proclamations calling Mussolini "Grand Protector of Islam" and a Moslem rabble genuinely enthusiastic.



Second stop, after an airplane flight from Tobruk, was Bardia, military outpost on the frontier facing Egypt. Above, Mussolini is shown (left to right: Balbo, Alfieri,

Mussolini, Achille Starace) inspecting a detachment of Arab Spahis wearing burnouses. The Spahis ride Arabian horses, the Sahara Patrol rides cream-colored camels.



Third stop was the official opening of the 1,200-mile military highway across Italian Libya from Egypt to French Tunis, speeded by Sanctions in 1935. The tower marks the eastern end.



Fourth stop was Cyrene, a hill of ancient Greek ruins ten miles back from the coast where (left) Mussolini's party viewed the famed sepulchres. Mussolini's visit was supposed to remind the world

of the greatness of the old Roman Empire but Cyrene was greatest under the Greeks, declined after the Emperor Trajan put down a Jewish revolt. Above, Mussolini's party at nearby Philenorum.



Fifth stop was at Luigi Razza, a Libyan colony of Italian farmers. Above, Moslem women and children rumbled past Mussolini in carts drawn by white oxen. A moment later an ox broke its harness, charged Il Duce, was thrown by the Fascist officers in the front rank.



A pause to thank God for Il Duce's escape from the ox (see left) was an open-air mass. Mussolini's back is visible in left foreground. His face is visible six times on the back wall. This was the trip's sole Christian rite for the "Defender of the Moslem Faith."



Sixth and seventh stops were at Benghazi (above) where a motorcycle escort whirled him past thousands of Moslems and scores of "DUCES," and at the

midway point of the military highway whose triumphal arch (right) says in Latin: "O beneficent sun, thou seest nothing greater than the City of Rome."



THE CAMERA OVERSEAS: ROMAN FLEET WINS ON SCREEN; BRITISH FLEET DRILLS FOR WAR

Mussolini's trip to Libya, shown on the preceding pages, is amazingly paralleled by the movie now being finished in Italy called *Scipio Africanus* (LIFE, Feb. 8). This film shows another man from Italy, the great Scipio, crossing the Mediterranean to Africa in 204 B.C. bent on conquest in his Roman quinquereme (right). Mussolini genuinely feels every time he looks at a map that Italy should rule the Mediterranean. Scipio, too, was faced with foreign control of the Mediterranean, defeated Carthage on land. Thereafter Rome ruled the Mediterranean. In the movie, paid for with Government funds, Scipio is played, not by such a lean-faced Roman as Scipio was, but by a square-faced Italian like Mussolini. In the movie, Rome's enemy, Hannibal, is emotionally undermined by a proud Roman virgin (lower right). In life, Mussolini Africanus has lately had trouble with a French journalist, Mme de Fontanges (see p. 56). In 204 B.C. the Africans were against Italy; today Mussolini woos them, lent the movie his Libyan troops to impersonate Carthaginians.



Scipio Africanus sets out for Africa to conquer Carthage in 204 B. C. On the admiral's bridge he invokes victory. The Romans were poor seamen, copied their first warship

from a stranded Carthaginian quinquereme, preferred fighting at close quarters. Notice the boarding *corvus* amidships, the five banks of sweeps, the single square sail.



The Roman virgin (above) who repulses Hannibal in the movie thus shatters the lecherous Carthaginian's self-confidence. Mussolini's dignity, not his self-confidence, was hurt by the romantic revelations of a French journalist.

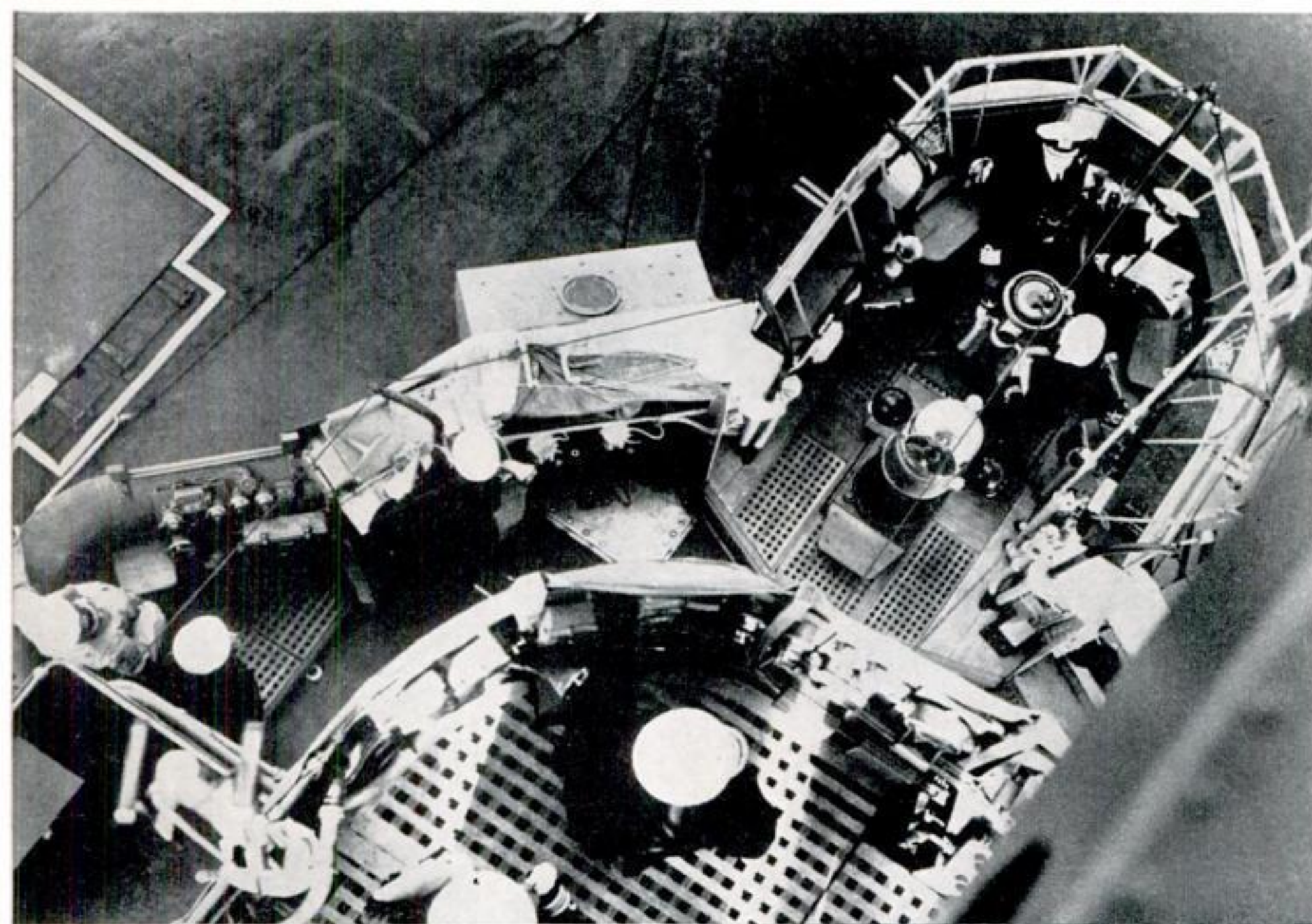
These Libyan Moslem troops were lent by the Italian Ministry to make *Scipio Africanus*. Their ancestors fought for Carthage against Rome, as they do in the movie.



The British Fleet tactfully moved out of the Mediterranean to the South Atlantic in early March, for the Grand Exercises of the combined Home and Mediterranean

Fleets, a total of nine battleships, two aircraft carriers, 13 cruisers and 62 destroyers. Reason: England does not consider its fleet yet ready for action, wants neither to

antagonize Italy now nor to invite an "incident" off the Spanish coast. Above, the aircraft carrier *Glorious* steams along under a squadron of its Fairey Swordfish fighters.



A rare shot of the Admiral's bridge on the aircraft carrier *H. M. S. Courageous*, overlooking the Captain's bridge. These pictures were taken in connection with the first motion picture ever permitted of British Fleet maneuvers. The 21-year-old *Courageous* is a converted cruiser. Flag Captain Boucher (four stripes on sleeve) on Captain's bridge is attended by a Lieut.-Commander (two broad stripes, one narrow) and a Lieutenant (two stripes). Before the Captain are gyro compass and the magnetic compass in the binnacle. The two black balls are soft iron "compensating spheres" to offset the ship's magnetic pull (fixed by the course and the direction in which it lay in the ship-builder's stocks). Left centre is a row of communication push-buttons. Bridge officers speak through the horn-mouthed voice tubes scattered about the bridges. At right, a fighter takes off from the bow of the *Glorious*, bumped up by the grillwork. The tracks are to catapult seaplanes. Notice the three traffic lights jutting from the bridge. The white smoke is shot from belowdecks to show wind direction.



Great Britain let Mussolini have Ethiopia. But Britain will not give up the Mediterranean without a fight and the English have a reputation for never forgetting. They waited 22 years to put Napoleon in his place, may wait as long for the right moment to knock over Mussolini. Thus, on March 18 of all the immediate "tensions" between nations in Europe, it was suddenly the British-Italian tension that made news headlines. The British Dean of Winchester had called Mussolini a "madman," "a superhuman evil spirit," prototype of Roman Emperor Antiochus the Mad. Mussolini, worried by Italian defeats in Spain and by Mme de Fontanges, lashed back on March 23, Fascism's 18th anniversary, against "the hysterical oratory of certain Anglican pulpits," warned England that he would never forget Sanctions.

THE CAMERA OVERSEAS: H. M. S. GLORIOUS GETS WET



Heavy weather met Britain's combined fleets on winter maneuvers. Above, a cameraman on His Majesty's aircraft carrier *Courageous* snaps the *Courageous*' sister ship

Glorious, lifting out of a big swell. The curved lip of the flight deck is the same from which the plane on the preceding page is taking off. The *Glorious* cost \$15,000,000

when built as a cruiser in 1916; \$10,000,000 more when converted into an aircraft carrier in 1930. Displacing 22,500 tons, she carries 48 planes, a crew of 748, 16 4.7-in. guns.



"WHY PICK ON ME!"

What's this I hear about them trying to put a big tax on margarine? That would take a real chunk out of my pay envelope, seeing as how my wife buys about four pounds a week and saves up to fourteen cents on every pound. Seems to me it's a little bit thick to tax one good food product, to try and help another, just because it costs less to buy. Why pick on me!

Every year when Congress in Washington and legislatures in various state capitals convene, good citizens ask why wholesome margarine must defend itself against discriminatory taxa-

tion. The answer is quite obvious. As a spread for bread and as a fat for cooking, wholesome margarine and butter are equally delicious and nutritious (both yield 3400 calories—food-energy units—to the pound). Yet margarine sells for considerably less than butter. *And That's Its Only Crime—Its Very Great Economy!* Hence, hoping to sell more butter, selfish interests continually seek to have wholesome margarine taxed out of existence—thus punishing the great masses of people who can least afford to have their living costs increased.

Tell your congressmen and state legislators to vote against margarine taxes. Let them know that you are against such vicious legislation.

Margarine's only crime is its great economy

This advertisement paid for by The Best Foods, Inc., 88 Lexington Ave., New York City, makers of Nucoa, and Hellmann's and Best Foods Real Mayonnaise, and other quality foods



MARGARINE'S STAR WITNESS

NUCOA, THE WHOLESOME "THRIFT-SPREAD" FOR BREAD! Nucoa is a wholesome margarine, one hundred per cent the product of American farms. It contains nutritious domestic vegetable fats, extracted from southern farm crops, churned in fresh, pasteurized skim milk produced on the rolling pastures of the north. It is accepted by the American Medical Association Council on Foods and has the endorsement of Good Housekeeping Bureau.

LIFE AND ART . . .

RENAISSANCE IN THE U. S.

There is a new school of Art emerging today—The American School—native not only to this land but to these times. Related to American Art of the past, it has labored in the last few years into a lusty, surging Renaissance.

In four months, LIFE has staged One Man Shows of three great leaders of the new Art School, one precursor, and one newcomer:

JOHN STEUART CURRY
CHARLES E. BURCHFIELD
THOMAS HART BENTON
WINSLOW HOMER
PAUL CADMUS

In months to come
other One Man Shows will follow.

The faces stripped across these two pages belong to eight of the living American artists whose pictures or sculpture LIFE has shown in its first nineteen issues.

"Living" and "American" are key words in LIFE's platform about Art. For LIFE is concentrating on contemporary American painters—on painters whose work hitherto has been seen only by the museum-goer in a few large cities. It is concentrating especially on those U. S. canvases that show the vast, sprawling, unpredictable scene of America today.

GRANT WOOD's latest canvas, *Spring Turning*, with its strange blocky grays and greens, is such a canvas. LIFE has shown it across two pages in full color. CHARLES BURCHFIELD's lonely, honest paintings of Buffalo houses and landscapes in moonlight, in snowy twilight are others. LIFE has shown seven Burchfields.

And LIFE has shown JOHN STEUART CURRY's famed pictures of roaring tornado and smacking lightning over Kansas farms, his circus elephants and acrobats. It has shown THOMAS HART BENTON's vivid murals of Missouri saloons and stockyards, and the W. P. A. murals of REGINALD MARSH's post-office workers, GEORGE BIDDLE's tenement dwellers, HENRY VARNUM POOR's surveyors and lawyers and dock workers.

WINSLOW HOMER's water colors and oils of America's waterways and coastlines... young PAUL CADMUS' sardonic paintings of Coney Island mobs, of "Y" locker rooms, of circus dressing rooms... and many another widely known or little known American canvas and mural LIFE has already shown, will continue to show, its readers.

But the art LIFE shows will not always be contemporary, and it will not always be American. The Chinese Art Exhibition in London a year ago, the French Exhibition two years ago—LIFE's Editors can promise that when the future arranges such collections of great art again, LIFE will cover them. LIFE has already reproduced examples of VAN GOGH, REMBRANDT, of great Renaissance paint-

JOHN STEUART CURRY—KANSAS



CHARLES E. BURCHFIELD—OHIO



JOHN SLOAN—PENNSYLVANIA



THOMAS HART BENTON—MISSOURI



LIFE

LIFE

LIFE

LIFE

ings of Christ, is even now preparing pages of CEZANNE and looking ahead to the RENOIR Show soon to come to the Metropolitan Museum.

And it doesn't always have to be "great" art. Paintings by children, pastel water-colors by a Dark-Shirted Dictator, Spanish war scenes done under fire—these may not be "great" art, but they *are* interesting.

Nor can LIFE feel its Art-reporting obligation ended with the reproduction of an artist's work. That Grant Wood was a metal-handcrafter, a morgue night-watchman, a teacher, a soldier, a housebuilder . . . that Peter Scott, wild-fowl painter, was mothered by a sculptress and fathered by a South Pole explorer . . . that Reginald Marsh is a Yaleman who gets paid for his work by the square foot . . . that Rembrandt's hundred and seventy works in this country are estimated at \$50,000,000 and that a group of today's U. S. painters have banded together to sell reproductions of their "Living Art" for \$5 a picture—all these human details about the human beings men call Artists *are* interesting. So LIFE uses them to round out its reporting of Art.

For LIFE's self-imposed Art assignment is a complex assignment, without rigid boundary, without established precedent. The panel herewith summarizes what LIFE has done with that assignment in only four months—in particular with the "Living American" part of it.

And that panel is a promise of what LIFE's color pages will offer in months to come—a new group of canvases nearly every week for LIFE's readers to like or dislike—but to *see* and thus to KNOW.

LIFE'S PORTFOLIO OF PAINTINGS BY AMERICANS

—pictured in full color (except those asterisked) in the first nineteen issues of LIFE. It might interest you to score yourself on how many you can recall.

JOHN STEUART CURRY	WINSLOW HOMER
Tornado Over Kansas	The Gulf Stream
Father and Mother	The Wreck
Sanctuary	Driftwood
Line Storm	REGINALD MARSH
Circus Elephants	Mail Transfer
The Flying Codonas	Sorting Mail
CHARLES E. BURCHFIELD	High Yaller
House of Mystery	WILLIAM GROPPER
Six O'clock	The Senate
Wire Fence in Snow	EMIL GANSO
In Memoriam	The Village Church
Pussy Willows	GRANT WOOD
Over the Dam	Spring Turning
*Christmas Morning	THOMAS HART BENTON
JOHN SLOAN	(from the mural,
Women Drying their Hair	"Life in Missouri")
AARON BOHRD	Frankie & Johnny
Landscape near Chicago	Huck Finn
GEORGE BIDDLE	Kansas City Stockyards
Society Freed	Politicians & Farmers
Through Justice	Farmers & Politicians
Tenement	PAUL CADMUS
HENRY VARNUM POOR	*The Fleet's In
TVA Worker and Family	Puerto de Andraitx
Pleading the Gold Case	Gilding the Acrobats
Custom House Workers	Main Street
Surveying New Lands	Coney Island
	Y. M. C. A. Locker Room

LIFE's first nineteen issues have also shown the paintings or sculptures of famous Europeans: REMBRANDT (Holland), MUIRHEAD BONE (Scotland), HITLER (Germany), Surrealists (including DALI, PICASSO, CHIRICO, and others), SCOTT (England), Renaissance Painters (including TITIAN, LIPPI, DUCCIO, VITTI, CRANACH and others) MAILLOL (France), VAN GOGH (Holland), MILLES (Sweden), and many another.

REGINALD MARSH—NEW YORK



WILLIAM GROPPER—NEW YORK



GRANT WOOD—IOWA



PAUL CADMUS—NEW YORK



LIFE — LIFE — LIFE — LIFE



"A Film Actress can't take chances with MOTHS"

One Spraying Mothproofs a Whole Year

Your clothes are just as important to you. Now get rid of moth dangers as movie stars do. Spray with Larvex today.

Spraying with Larvex is the complete safeguard advised by scientists and used by manufacturers of costly woollens. It penetrates to the very center of every woolen fibre. Moths starve to death rather than eat the fabric.

Odorless, stainless, Larvex does away with the clothes storage problem, too, for one Larvex spraying lasts a full 12 months.

Spray with Larvex today and forget the moth problem this year!



Mothproof with **LARVEX** and be sure

MIDDLETON'S WALNUT
THE PERFECT PIPE TOBACCO

Every puff a tribute to a smoker's good taste.

Since 1856

THE WALNUT AROMATIC BLEND
JOHN MIDDLETON
1211 WALNUT ST., PHILA., PA.

Foil Package, 30¢
1/4 lb. tin \$1.15; 1 lb. \$2.25

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If your dealer hasn't Walnut, order direct or send 10c for sample tin; John Middleton, 1211 Walnut St., Phila., Pa.

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PRIZE-WINNING CAMERAS

BASEBALL: 1937

The baseball season of 1937 really began last February when players gathered in such sunny places as California, Mexico, Florida and Cuba to stretch winter-bound muscles. By March, baseball training camps, like that of the St. Louis Cardinals shown on pages 28-34, were in full and serious swing. Before the snow was off the ground baseball writers began to fill their columns with reports of high-priced players who were holding out for enormous salaries, with accounts of young players up from minor leagues who were phenomenally good, with anxious speculations on the condition of the arms and legs of veteran players. By the beginning of April, the holdouts had signed, the rookies had been tried out, and oldsters' arms and legs had been skillfully brought into condition. By then, public interest and curiosity had been so inflamed by the excitement of the sports pages that baseball fans could scarcely wait for April 20, the season's official opening day, when 200,000 of them would pile into the grandstands and bleachers of the major league baseball parks.

Big league baseball means the baseball played by the 16 teams of the National and American Leagues. The 368 players in the big leagues are the best of the thousands of professional players in the country. Last year, some 9,000,000 Americans paid \$10,000,000 to see the major leagues perform in the regular April-to-October season. Another 300,000 paid \$1,200,000 to witness the six games of the World Series in which the best team in the National and the best in the American League met to decide which was the best team in the world.

Baseball, played by thousands of Americans and watched by millions more, is more than a sport, more than a big business. By common consent it has received the accolade of an Institution. It has its past heroes like Christy Mathewson and Ty Cobb and Babe Ruth who are demi-gods to young Americans and its current favorites like Dean and Gehrig and Cochrane. It also has its villains, notably the Chicago White Sox players of 1919 who, seduced by gamblers, took bribes to lose the World's Series. Out of this national calamity came the great truth that a baseball player should be as far above reproach as Caesar's wife. Out of it also came a

saying that ranks with the last words of any immortal: the dismayed plea of a heartbroken urchin to a disgraced player: "Say it ain't true, Joe!" Baseball even has its literature. Its great imaginative interpreter was the late Ring Lardner, whose funny stories about conceited, thick-skulled players are true enough to make great satire. Its more humble laureates are the baseball reporters, the best-read journalists in the country, whose private language is as technical as any engineer's and whose critical opinions are as decided and final as any justice's. For no other regular business in America do newspapers get out special editions, hold their presses to report final scores, or use their biggest headlines.

Baseball has its rich patrons who might, centuries ago, have subsidized painters, but now subsidize a group of athletes for the amusement of the masses. Thomas Yawkey bought the Boston American League team in 1933 and spent \$1,200,000 on star players in three years. Yet he never has come close to winning a championship. Philip K. Wrigley, inherited from his father not only a chewing gum company but also the Chicago National League club. He carries on his father's serious interest to such an extent that this year he assigned his chewing gum company's designer to the job of improving the uniforms of his baseball players. The designer prescribed solid colors, low V-necks and zippers instead of buttons.

The cornerstone of this Institution, the baseball player, is a slave and a chattel. When he signs a contract to play for a club, he becomes that club's property, even after the contract has expired, until the club disposes of him by selling or trading him to another club. Players have brought their owners as much as \$250,000 in the open market. A player dissatisfied with his club or his salary cannot take a job with any other club, even at a higher salary. If he doesn't like his situation, he can only quit his club which means quitting his profession. He may appeal from his owner only to baseball's supreme and omnipotent ruler, Judge Kenesaw Mountain Landis who is paid \$40,000 a year to see that this major industry keeps its grip on the profitable affections of the American people.



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Pull a tissue—the
next one pops up
ready for use!

KLEENEX

A disposable tissue made of Cellucotton
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From monsters like those at right courageous Pearl escaped weekly by feats of valor. From serials like this one, *Plunder*, Pearl earned \$325,000 a year.



Slow death by drowning is the fate Pearl faces in another *Black 'Secret* episode. At this point, the caption usually read: "To be continued next week."

Pearl White, who made her last U. S. movie in 1921 and retired to a villa in France, returned to the U. S. March 22 to see what Hollywood looks like.



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YOUR eyes are your most important beauty feature. Frame them properly, charmingly, with long, dark, lustrous lashes—best achieved with a few simple brush strokes of Maybelline's new Cream-form or popular Solid-form Mascara.

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★ You'll adore all the delightful Maybelline Eye Beauty Aids. Preferred by more than 10,000,000 discriminating, style-conscious women. Generous introductory sizes at 10c stores. Try them today—you'll be delighted!

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Maybelline smooth-marking Eyebrow Pencil. First choice the world over. Black, Brown or Blue.

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Private Lives



MRS. ROOSEVELT, SAM HOUSTON ALLRED, MRS. ALLRED

Week before last was baby week for Eleanor Roosevelt **Roosevelt**, who is not only the President's wife but is also the former editor of a defunct magazine called *Babies Just Babies*. One day she reported in her syndicated column, *My Day*: "I had a most delightful visit with a three-day-old baby and his mother. The young Governor of Texas and Mrs. **Allred** have just added a third son to their family. It was a joy to visit this mite for a few minutes. He opened his eyes and looked at me as though he knew quite well that to those around him he was at the moment the centre of the universe. It is such a pity that this pleasant feeling cannot be indulged in for long, that we have to make the sad discovery that the universe is very little interested in us as

individuals." The baby's name: Sam Houston Allred. Next day, Mrs. Roosevelt reported her visit to her son Elliott's two children, Chandler and Elliott Jr. Chandler, she wrote, rode on the back of the family's Great Dane, Peter, who later disgraced himself by stealing and eating the supper salad.

The **Duchess of Bedford** was one of England's most remarkable ladies. In the best noble tradition, she looked out for her tenants personally, built them good houses and set low rents, established a hospital where she herself acted as radiologist and anesthetist. In 1927, inspired by Lindbergh's flight, she set out to become an aviatrix, even though she was then 62 years old. In 1929, she flew as co-pilot with Captain Barnard when he set an England-to-India-and-back flight record of 7½ days. She was his co-pilot again next year when he flew to Capetown and back in 21 days. Same year she made her first solo flight. In 1934, her private pilot was killed when his plane smashed. This did not daunt the Duchess who continued to make frequent solo flights in her little Moth plane. On the raw afternoon of March 22 with snow in the air Her Grace went up to look at the flooded fens around Woburn Abbey, seat of the Dukedom of Bedford. A gamekeeper saw her circling a wood. No one has seen the 71-year-old Duchess-Aviatrix since.



THE DUCHESS OF BEDFORD

There were three **Pace** brothers in Liverpool, Ill.—William, Clarence, and James. Clarence had a wife named Lillian. Lillian had an affair with Clarence's brother, James. She grew tired of the affair. Heartbroken, James mixed up a batter of breakfast

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pancakes for the Paces and put poison in it. He planned to kill Clarence, William, and Clarence's baby son, thus setting Lillian free to marry him. But Clarence and his son that morning had little appetite. They ate sparingly of pancakes. Brother William, however, was hungry. He quickly died of eating the poisoned pancakes while Clarence and his son simply got very sick. James was arrested, confessed his crime. When the sheriff grew suspicious of Lillian too because she hadn't taken any pancakes herself, James absolved her by saying that he hadn't been afraid of poisoning her because he knew she never ate pancakes.

Norman Hezekiah Davis, U. S. Ambassador-at-Large, gave his daughter, Sarah, away in marriage to J. Sterling Getchell only last December (LIFE, Jan. 4). He was planning to give his fourth and last unmarried daughter, Christine, away in marriage to Robert Whiton Stuart late in April. But Ambassador-at-Large Davis was suddenly drafted to represent American interests at the International Sugar Conference in London on April 5.

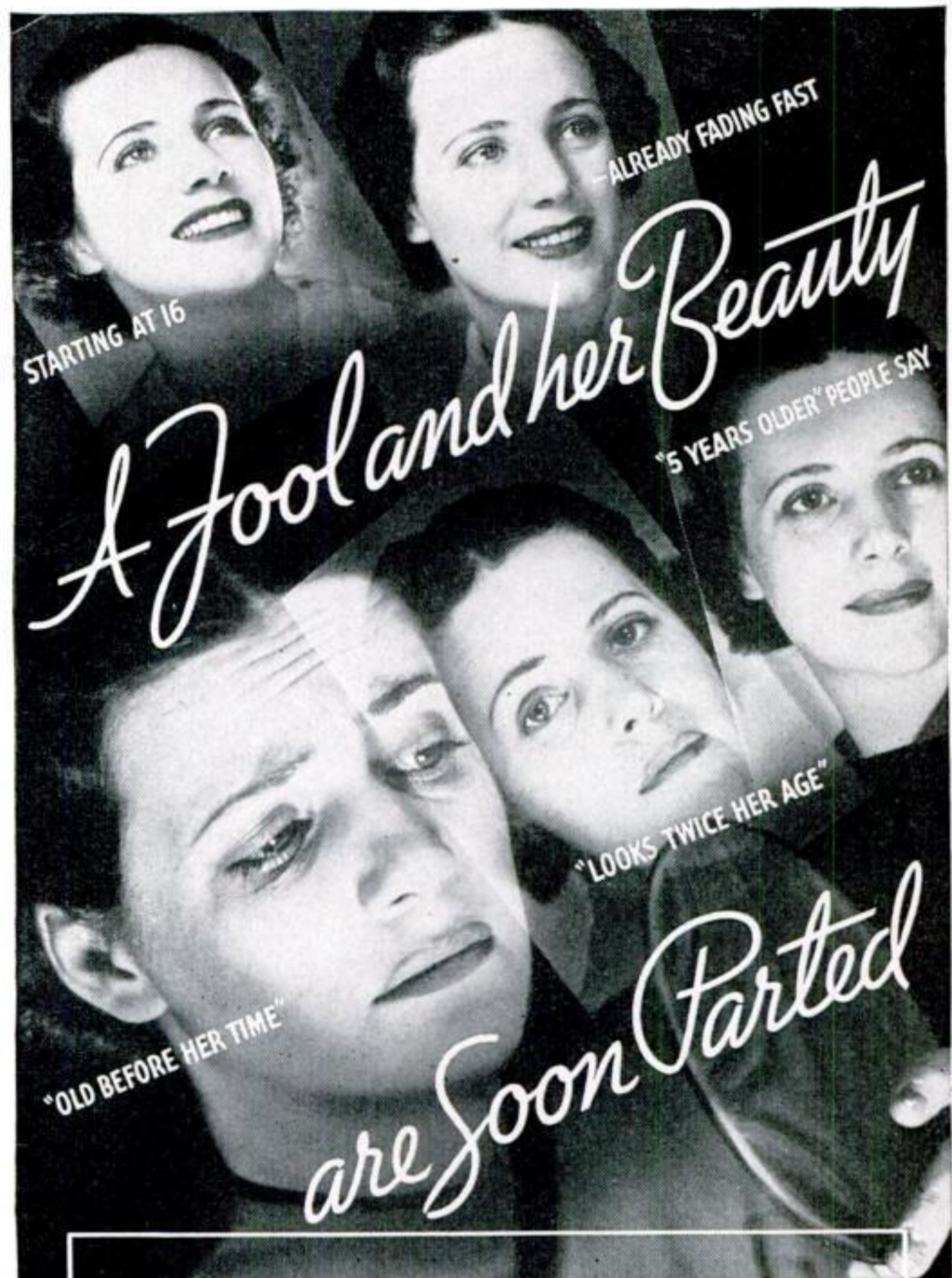


JAMES PACE

Christine's plans had to be abruptly changed. Mr. Davis gave Christine in marriage the day before he sailed. The new Mrs. Stuart, who is a graduate nurse, wore the same Empire white satin wedding gown in which her three sisters were married.



CHRISTINE DAVIS STUART AND ROBERT WHITON STUART



Dear Madam:

Tell me — honestly, now — what is your *real* opinion about all the many face powders you have tried? Have you ever truly found that one heaven-sent face powder which brings to life all the vivid, glowing, natural skin charm and loveliness that you have every right to expect?

You aren't to blame, really, if your search has failed. We have all had the same trying experience. Testing — choosing — never quite *sure* we were the lovely person we longed to be.

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Sincerely,

Lovely Lady

FREE

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Please send free by return mail generous vanity size samplers of all five shades of LOVELY LADY Face Powder. Include a week's supply of LOVELY LADY All Purpose Face Cream FREE.

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It takes a very special kind of beans and a lot of bother to make this soup. But all you have to do is heat it and add a bit of lemon and a slice of hard-boiled egg to each plate. Then watch your fussy guests!

If your grocer can't supply you send seventeen cents for a full-sized can.

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Vol. 2, No. 14

LIFE

REG. U. S. PAT. OFF.

April 5, 1937

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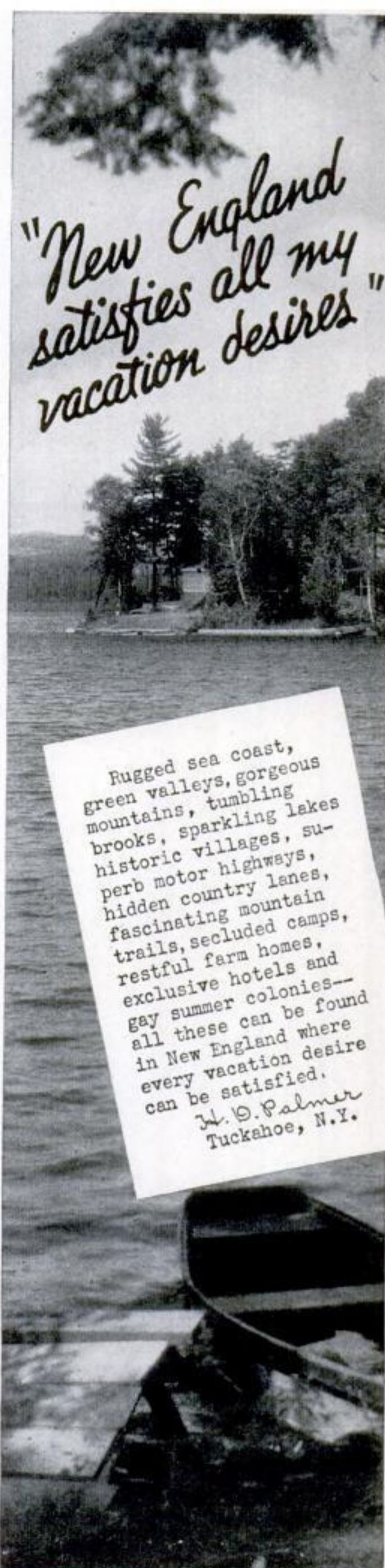
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THE CONFLICTING and bewildering claims made for pipe tobacco make it our duty, we believe, to publish this straight-forward statement.

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Or they may be made by the slow, patient method used in Edgeworth. This method we call Process-Aging. There are twelve required steps, each under laboratory control. It takes 4 to 7 times as long as might seem necessary.

This prevents tongue bite as no other method will. We invite you to prove this statement to your own satisfaction at our risk. You are the judge.

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1—Edgeworth Ready-Rubbed—a cool, long-burning tobacco preferred by seasoned pipe smokers.

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Please accept 50c Gold Plated Collar-Pin for only 10c when you buy Edgeworth. Merely send inside white wrapper from any tin of Edgeworth with your name and address and 10c to Larus and Bro. Co., Dept. 201, Richmond, Virginia.

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LIFE'S PICTURES



Joseph Janney Steinmetz, 31-year-old Princeton graduate (Class of 1927), bought his first Leica at Cairo on a trip around the world. Since then he has taken many a photograph of society weddings in and around Philadelphia, illustrated articles for the *Saturday Evening Post*. For LIFE Mr. Steinmetz photographed the Amish school children (see pages 26 & 27) and Ambassador Bonnet's Philadelphia junket (see pages 51 & 52).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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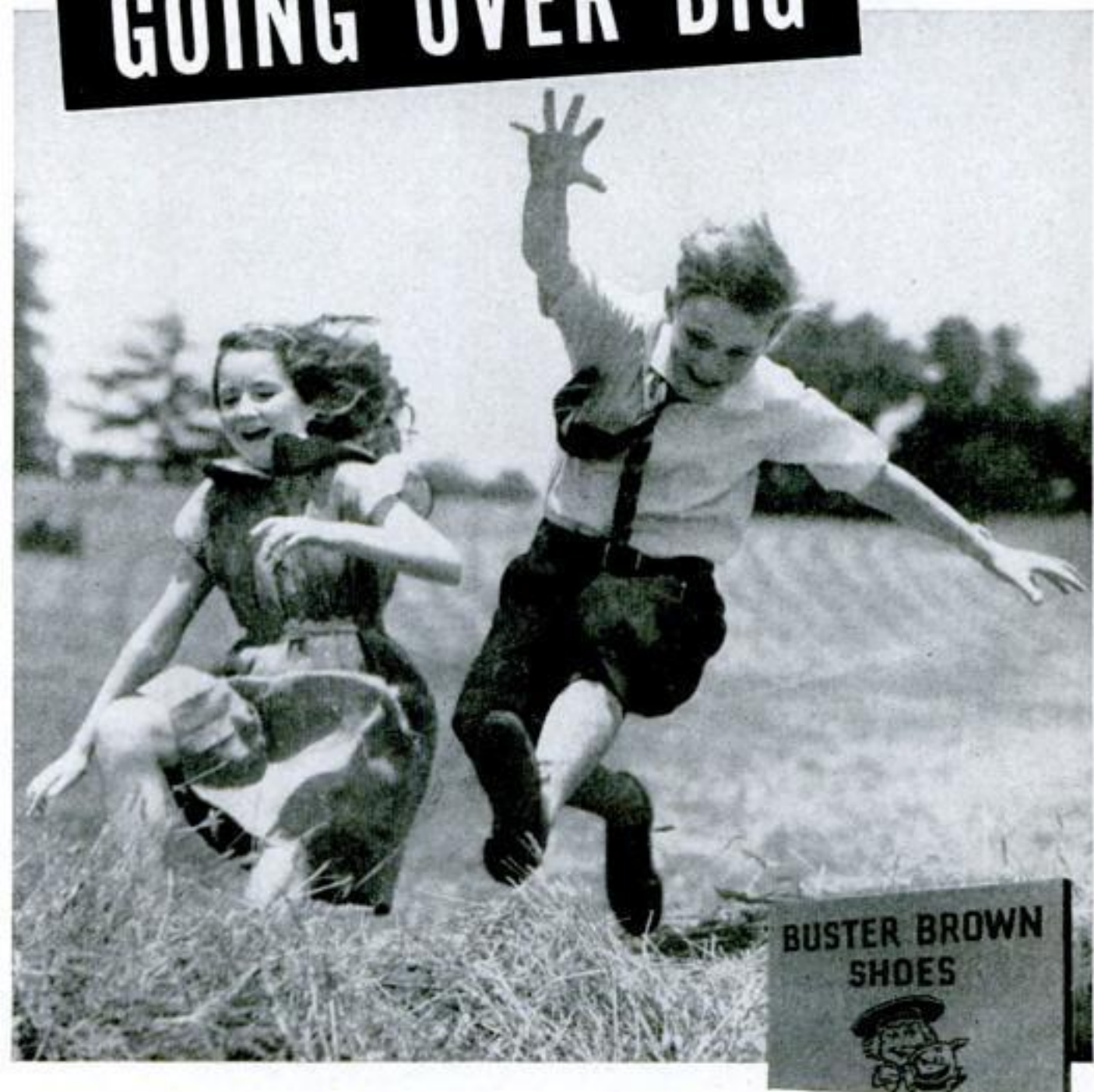
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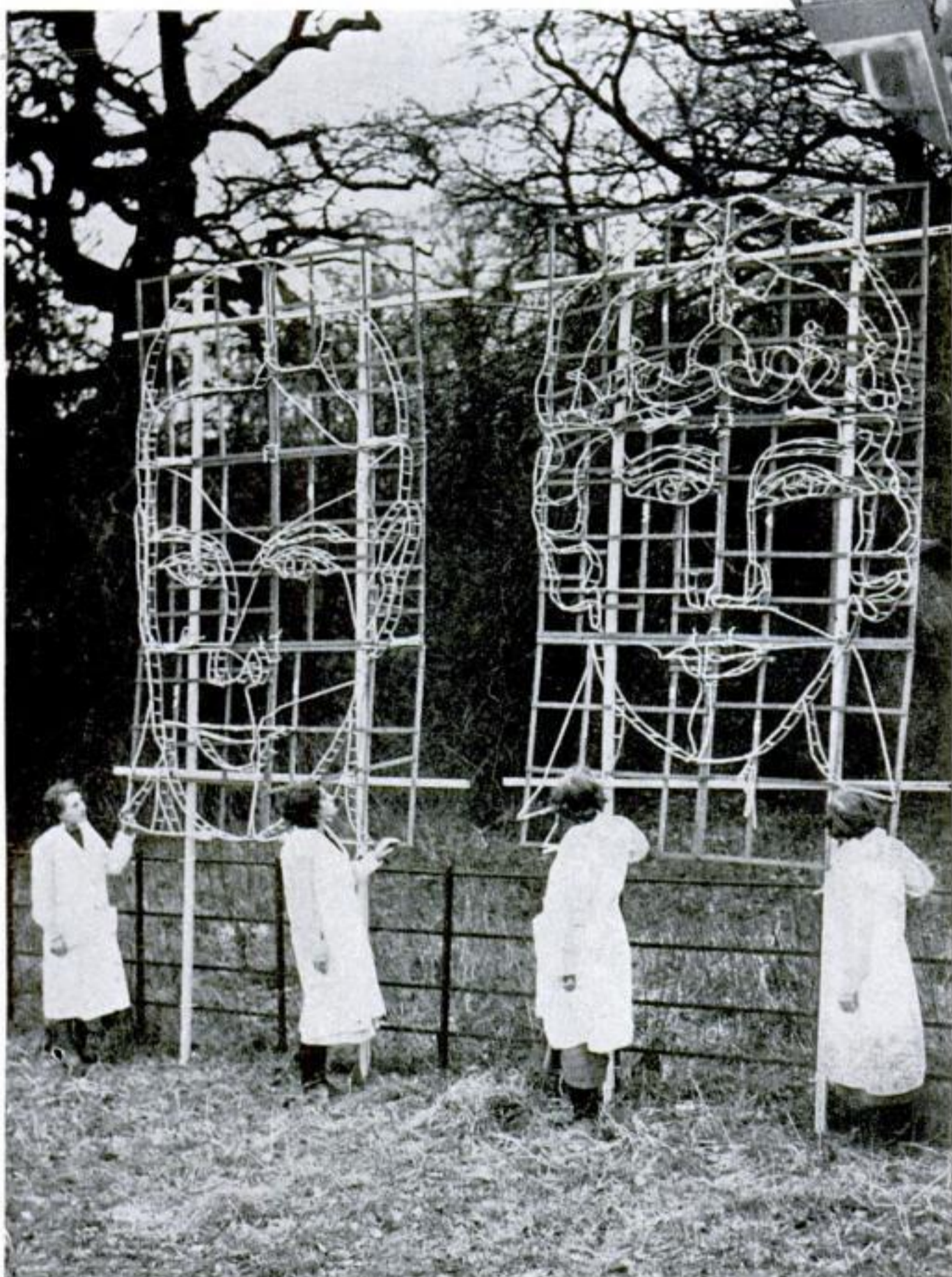


A rollicking, robust pair like this can "go over big" today and years from today. Thanks to correctly-fitted Buster Browns, they need never be handicapped by bodily ills that come from wearing improper shoes. Foot-shaping Buster Browns permit young feet to develop naturally—yet always give arch the gentle support it needs. There are Buster Brown Shoes with Buster's picture in every pair in sizes and widths for all girls and boys at leading shoe and department stores. BROWN SHOE COMPANY, Manufacturers, St. Louis. Also makers of Air Step Shoes for men and women.



These wax figures of the Archbishop of Canterbury crowning King George may be bought complete for your show window, together with a fully accoutred Queen Elizabeth and Princess Elizabeth.

From this clay bust of the Queen (right), to which the sculptor applies a final touch, will be made hundreds of thousands of casts. No British shop this spring will be complete without one.



"Flame photographs" of Their Majesties may be had from Brock's Works, Boxmoor, Hertfordshire. When lit, they show the royal faces in "delicately shaded colors."

WITH BUSTS & MUGS BRITAIN PREPARES FOR CORONATION

Not for a quarter of a century have England's toy, flag, chinaware and fireworks makers been as busy as now. With the Coronation only a few weeks off, novelty factories the English-speaking world over are turning out tons of patriotic souvenirs night and day. Approved souvenirs, according to the British Home Office, include articles of "a permanent nature, such as mugs, medals, plates and spoons." Unapproved souvenirs are more ephemeral, including shoes, hats, gowns. Costs run all the way up from six cents for a mug to hundreds of dollars for life-sized Coronation chairs, whole sets of crown jewels, or a complete Coronation tableau in wax.

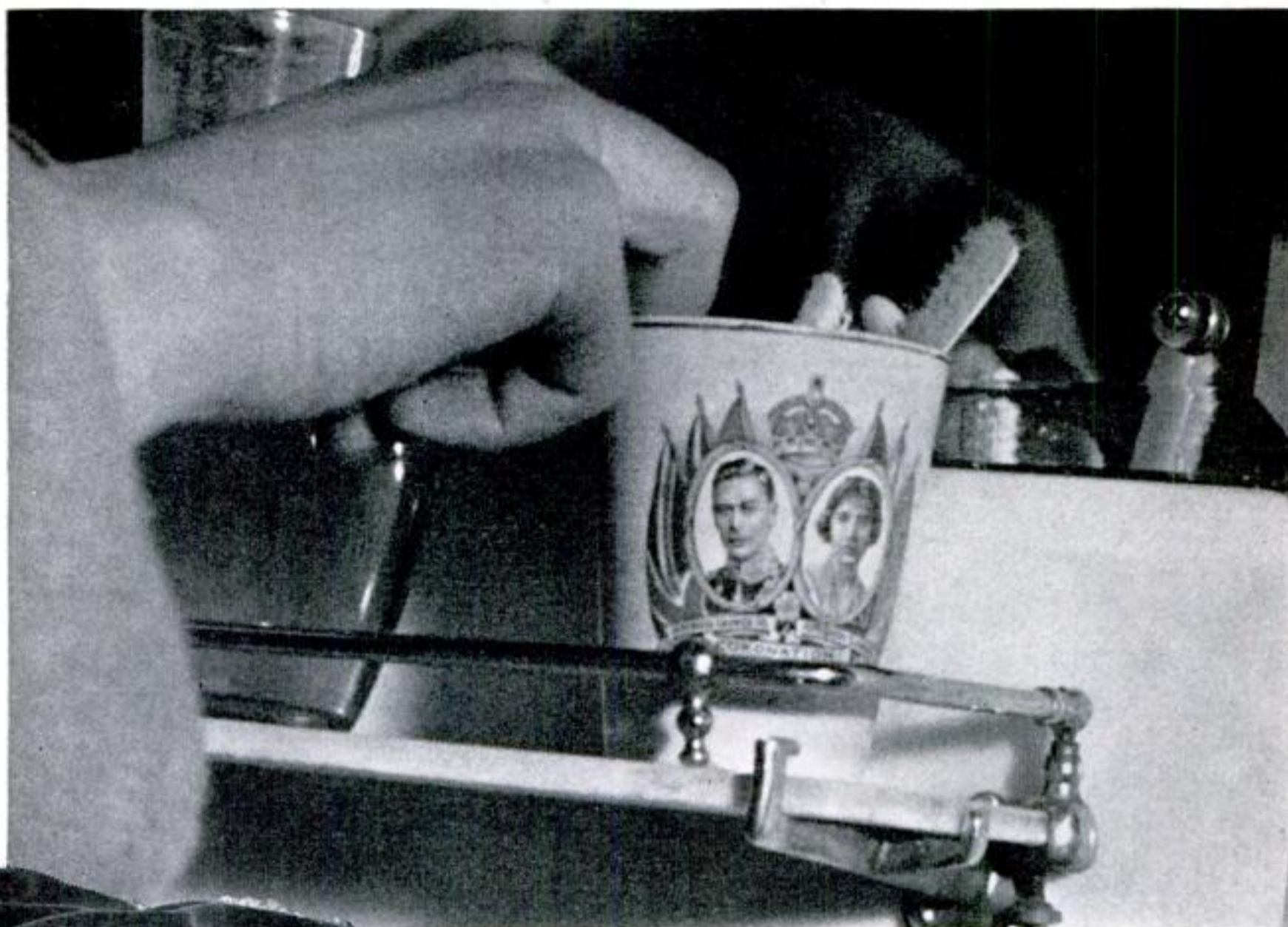


The Coronation spirit shines in this young Briton's face as he blows up his twopenny King-and-Queen balloon.

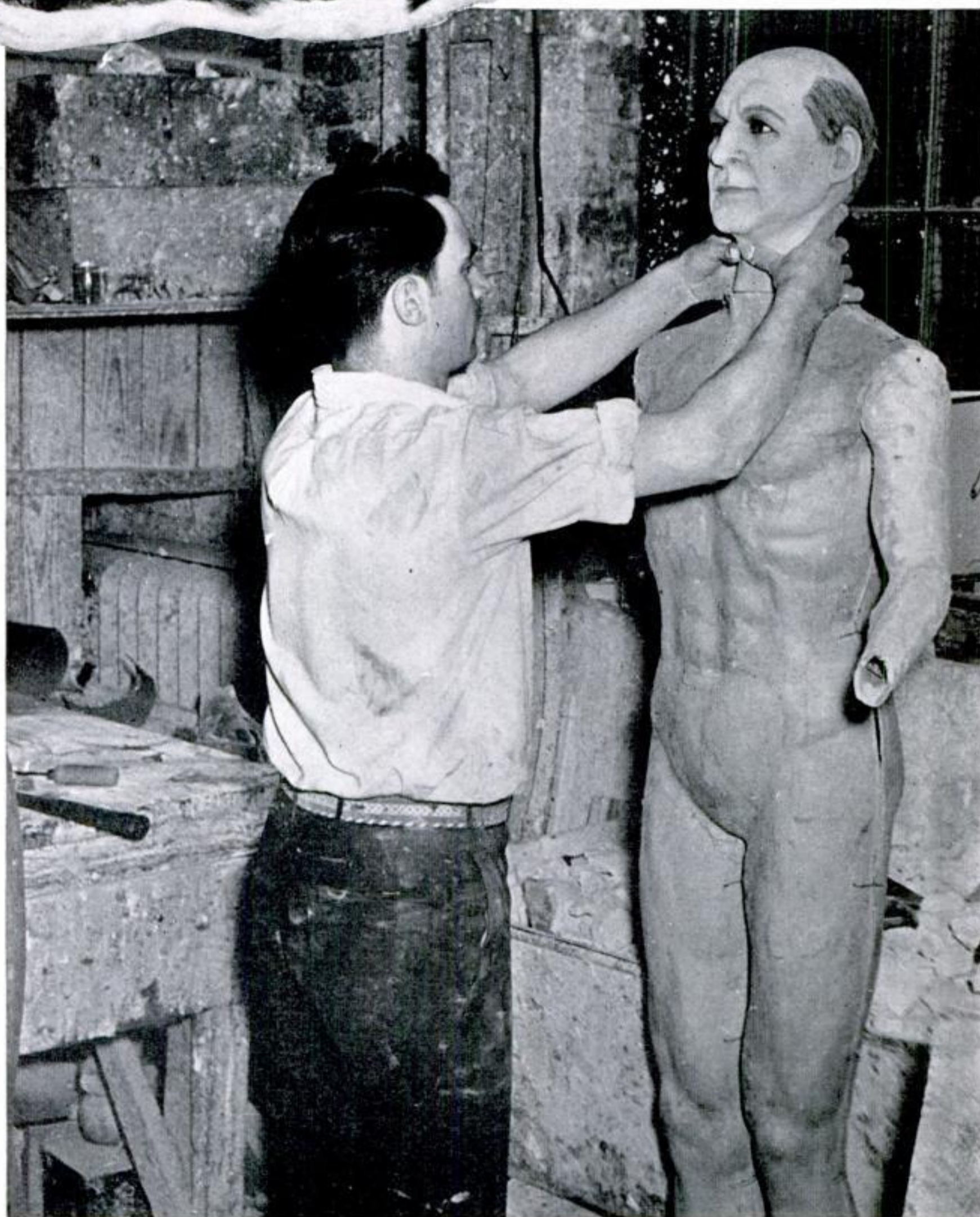


Queen among dolls is this 3-ft. version of England's beloved Queen Mary. The crown, the jewels and the embroidered velvet robe are copies of those worn by Queen Mary on State occasions in the past.

Tons of papier-mâché coats of arms and miles of Union Jack bunting are turned out by artists and craftsmen of this Manchester factory. Since November it has worked day and night to meet the demand.



A toothbrush mug with the King and Queen on it may be bought for six cents in any London Woolworth's. Also for sale are Coronation ashtrays, plates, umbrella stands, powder jars and teapots.



The Archbishop of Canterbury looks like this before he is robed in Coronation vestments for the

window tableau in the upper left corner of opposite page. A workman gives his head the proper tilt.

CORONATION FASHIONS *(continued)*



Smaller busts and plaques like these are made by the millions for those who cannot afford a life-sized King and Queen. Sculptors here give them a finishing touch by hand.



In a Coronation costume all of his own making, Tom South of Marylebone, London, poses for his picture. He used 90 yards of red, white and blue ribbon for the 220 rosettes. He will also have red, white and blue flags in his hat.



A final polish is given these Coronation mugs and beakers at the china works of Max Guggenheim, Stoke, Staffordshire. Boatloads of such souvenirs are exported to colonies.



How to descend a stairway in stately manner at Coronation functions is a matter of concern to British society women. Above, the wrong way. Below, the right way: toes out, front leg crossed gracefully over rear leg.



With a book on her head and an instructress to hold up her chin, this society woman is practicing the correct way to make a court curtsy. She will soon have opportunity to exhibit it at Coronation court functions.



Coronation shoes (left) and gowns (above) are exhibited at London fashion shows. On the shoes is the Union Jack in red, white and blue. The crown on the dress is embroidered.



Flags and streamers are waved before these police horses to accustom them to the throngs of festive spectators who will line London's streets on May 12. Phonograph records of crowd noises are played as they run this gantlet.



Training for Coronation duties is here undergone by Lairdsburn, black gelding chosen as drum horse for the Royal Scots Greys. He is one of the tallest horses in England.

Torture Wheel Proves Quality Behind DOUGLAS STYLE!



Duplicate of shoe-testing machine used by the National Bureau of Standards, Washington, D. C.

IN OUR laboratory, Douglas Shoes are put through a sensational test — forced to tread mile after mile, day after day. The shoes are twisted and turned, strained and stretched, finally wrecked to show just how much they will stand!

This and other tests reveal the advantages of Douglas All-Leather Construction. Built-in quality enables Douglas Shoes to hold their shape and retain their smart appearance.

Any shoe looks good in the window. The Torture Wheel shows why Douglas Shoes keep their looks and style after many months . . . and many miles!

\$4.40 \$5.00 \$6.50

Also Men's Normal-Treds, patented, scientific, corrective shoes, \$7.50. Sold by good dealers everywhere, and through 128 W. L. Douglas Stores in 76 principal cities.

Douglas Shoes

W. L. DOUGLAS SHOE COMPANY, BROCKTON, MASS.

BRITAIN PREPARES F



Without a Coronation waltz Britain's May festivities would be complete. Here Marlynn Du and Michael Bekela exhibit four cardinal positions. The play symbolizes court presentation.



Folding steel stilts (left) shown in London recently by inventor with an eye on the Coronation. These make even the narrow parade positions acceptable.

A grey topper (right) with a double set of mirrors for seeing the Coronation procession over the heads of a crowd amused King George at the British Industries Fair.

Miniatures of the King and Queen's Coach, 3-in. high, are approved by the British Home Office as "permanent souvenirs" for children.



LOU GEHRIG
HOME-RUN KING
says

AFTER EVERY SHAVE A DASH OF **AQUA VELVA** MAKES MY SKIN FEEL COOL AND REFRESHED..

Closes pores . . Fights off Pimples, Sore Spots, Ingrown Hairs

Dust and dirt quickly collect in pores left wide open after shaving. This often starts pimples, sore spots, blackheads.

Aqua Velva prevents irritation by closing the pores instantly. Just dash a generous amount on the moist skin after every shave. It's cool, soothing — makes your face feel fit all day.



FREE OFFER

The J. B. Williams Co., Dept. L-7, Glastonbury, Conn., U. S. A. Please send me a trial bottle of Aqua Velva.

Name _____

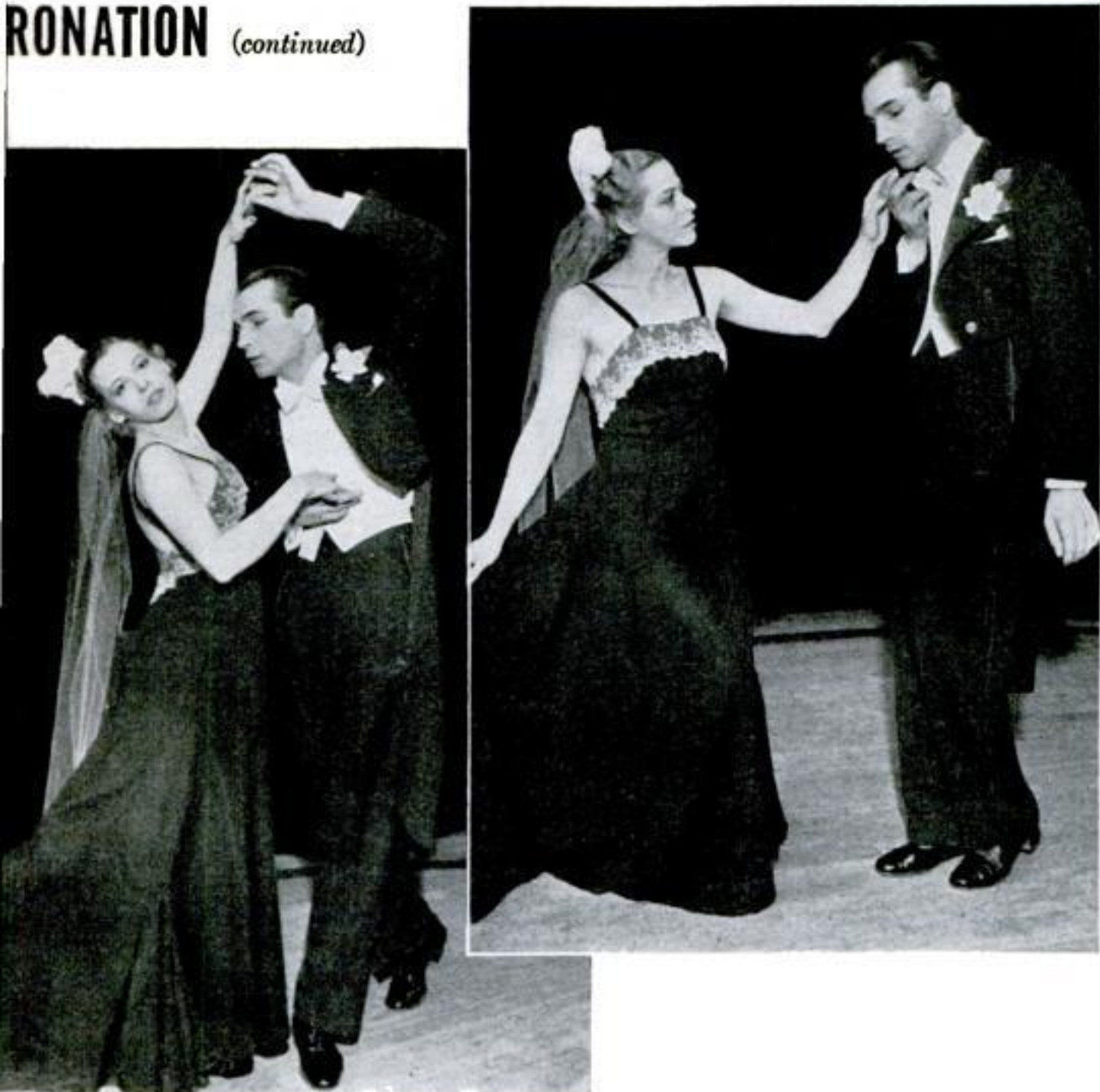
Address _____

THIS MUCH MORE
Exclusively
IN A
SHELVADOR

• MORE BEAUTY
• ECONOMY • CONVENIENCE
• USABLE SPACE • ACCESSIBILITY
EXCLUSIVELY IN

CROSLEY
ELECTRIC REFRIGERATORS

RONATION (continued)



"It isn't a rich man's gadget"

[From the letter of a working man who paid half-a-week's wage for his shaver, and wouldn't sell it for \$100 if he couldn't buy another]

Wealth cannot buy more shaving comfort, for it is the same Schick Shaver that is used in humble cottages and in luxurious homes. It brings more pleasure into a man's life than any other personal possession *yet it is the cheapest way to shave.*

It is not an expensive, tricky *gadget* but a new and revolutionary way to shave that is fast changing the shaving habits of the world.

This Amazing Truth

We thought at first that only men with money would buy the Schick Shaver. To our astonishment we found that working men—truck drivers, policemen, postmen, laborers—insisted on giving up the old lather-and-blade method of shaving to use the Schick.

How Much Longer Will You Wait?

More than a million men are daily Schick users. Every day brings new users by the thousand. Doesn't this convince you that it is only a question of time when all men will use a Schick Shaver?

Why do you put off another day the joy of comfortable, painless shaving without lather and blades?

There's A Dealer Near You

Any Schick dealer will demonstrate the shaver to you, explain the advantages of electrical shaving, and tell you how you save enough on blades, soap, creams, etc., to pay for the Schick over and over again.



SCHICK DRY SHAVER, INC., STAMFORD, CONN. Western Distributor: Edises, Inc., San Francisco.
In Canada: Henry Birks & Sons, Ltd., and other leading stores. (Canadian price, \$16.50)

SCHICK SHAVER



A CASE FOR THE LADIES

Whatever you think of last year's red finger-nails, you are going to have to admit that this year's lovely soft rose shades are entrancing. Here they are, packed in an exquisite case holding the finest complete manicuring equipment—something no wife, mother, or girl friend should be allowed to buy for herself. Not when you can get it for her for just \$4—ask for the Voyager No. 4011.



6 NEW NAIL POLISH SHADES

To harmonize with new spring fabrics of thistle, rose quartz, beige, scotch gray, and the fascinating Coronation reds and blues.

Of course, she knows La Cross means the tops in nail polish and manicure cutlery, and she'll be delighted to be among the first to wear these new stylish shades:

PEACH SUNRISE
BLUSH SUNSET
ACORN PLUM RED

Fifty cents a bottle wherever fine cosmetics are sold.

+ La Cross
CREME NAIL POLISH

The prestige polish that looks better and lasts longer

TRIAL OFFER: For a choice of any two of these shades and the new La Cross GLYCERATED POLISH REMOVER, mention colors wanted and send 18c, stamps or coins, to La Cross, Department L, Newark, N. J.

LETTERS TO THE EDITORS

Catching a Paunch

Sirs:

I was appalled to read of the reactions of LIFE's readers to the excellent cancer pictorial in a recent edition. The lady who told of the two girls acquiring goiter by buying milk from a goitered milk-gal has something there. When I was quite young I used to sit on the extremely large lap of a well-beloved uncle. When he stood up his lap became a very fine paunch. Evidently due to the association I have started to grow one also.

M. W. LYON

Radio Central
Navy Department
Washington, D. C.

Mirror Writers

Sirs:

In the interests of accuracy, and in fairness to some thousands of little "strepheosymbolics" (mirror-writers), I am sure that you will wish to correct an error made by one of your correspondents in "Pictures to the Editors" in the issue of March 22.

The little girl shown is not necessarily "a human rarity" nor is the condition due to "a lesion or abnormal structure in the brain." This condition has been recognized for about 40 years, and is known to be quite consistent with the highest intelligence and with excellence of vision in all respects.

The detailed explanation is too long to quote here, but briefly it is due to "a lack of one-sided brain dominance in the language centres and this in turn may affect the development of speech, or the acquisition of visual language; that is, reading, writing or spelling, or sometimes both." It is usually associated with left-handedness.

HELEN J. SIMONDS
Berkeley, Calif.

Benton Murals

Sirs:

After reading a copy of your March 1 issue of LIFE, I wish to say I spent some time admiring your brief but interesting study of the mural history of Missouri, painted in the House of Representatives lounge by Missouri's ablest painter, Thomas Hart Benton.

Not having the ability of an able critic of art, I desire to state from my humble conclusion as a citizen of Missouri that the murals have been given justice in your reproduction. You say: "The Missouri State House in Jefferson City, right on the edge of this hayfield," which is utterly absurd as the navigable Missouri River separates these points of interest. You describe the painting of a political meeting in which T. J. Pendergast occupies a seat on the rostrum, by saying that Mr. Pendergast scarcely listens to the speech, and holds in his hand a cigar. I have investigated the habits of Mr. Pendergast and find that he does not smoke cigars. It is true that Mr. Benton's original sketch revealed a cigar. But, after being advised by a member of the press of his error, he changed the said cigar into a cigarette mounted in a holder.

ANSEL I. MOORE
State of Missouri
House of Representatives
Jefferson, Mo.

Man Undressing

Sirs:

My young daughter, aged 4, has been an ardent "reader" of your magazine since its first issue. After hearing our discussion about the correct ways for husbands and wives to undress, she suggested that it would be nice if LIFE would publish a series of that type for children.

J. W. FERREE

Bluffton, Ind.

Sirs:

In regard to your photographs on "How a Man Undresses," I quote: "Scratching yourself is a cardinal bedroom DON'T."

Fer gawsh sakes! If you can't scratch in your own private bedroom, where in the world can you be permitted to do so? Or haven't you ever had an itch!!

L. VIRGINIA

Inglewood, Calif.

Sirs:

Not even by holding his newly-pressed trousers in front of his shirt can your Adonis hide the fact that he is getting by on his figure and not on his knowledge of the art of undressing. The most elementary principle is that the shirt should be removed before the pants. If one has a good tan and a manly chest the undershirt might well follow.

W. ALDRICH

Tucson, Ariz.

Sirs:

Your Adonis on page 69 of LIFE, March 15, after neatly removing his shoes still has one pair on. How come? Does he wear two pairs of shoes?

JOE GASPERI

Iowa City, Iowa

Sirs:

LIFE's editors might be interested in another method of undressing which is in vogue in rural sections of my locality. It is, in fact, no undressing. Unbelievable though it may be, the following is an actual fact: I have seen men in bed with shirt, undershirt, underdrawers, stockings and even felt boots and remnants of a tie. Apparently all these people removed were coat and trousers. This does not happen in isolated cases, but it seems to be quite an ordinary method of going to bed (I could scarcely call it undressing). Even in hot days of the summer I have seen farmers in bed with heavy underclothing.

WILLIAM BAILEY, M.D.
Penacook, N. H.

Sirs:

"Adonis" evidently wore two pairs of shoes!

W. SCHARA

Bethlehem, Pa.

Sirs:

The Crown Jewels are marvelous; Mrs. Roosevelt's life is fine. But who is that fat cheese undressing? I have torn out these vulgar nonentities before my family and their friends see them. It is an insult to all decency to have such pictures in our homes.

F. F. PETERSON
Portland, Me.

Fine fabric soap powder as different as LIFE

Soaks out LIPSTICK, INK, IODINE, other stubborn stains.

jalma

If you'd enjoy a soap powder that works wonders with your choice things, try Jalma. Sold by leading specialty stores. Removes deep-seated soil and stubborn stains. Leaves fine fabrics fluffy, fresh, renewed.

Send 25c for trial pack — 8 washings
Jalma, Lexington, Massachusetts

NO JOKE TO BE DEAF

Mr. Way made himself hear his watch tick with his Artificial Ear Drums, after being deaf for twenty-five years. He wore them day and night. They stopped his head noises. They are invisible and comfortable. No unsightly wires or batteries. Write for TRUE STORY. Also booklet on Deafness. FREE.

THE WAY CO., 732 Hofmann Bldg., Detroit, Mich.

Faulty Speech Mars Your Chances

Overcome self-consciousness & improve your chances for business & social success by bettering your diction. Get Circular No. 8 or send \$1. for postpaid first lesson to

JANE MANNER SPEECH STUDIO
Steinway Hall, New York City.

CAMERA BOOK FREE

Explains latest inventions, methods in Photography and Home Movie Making, for fun and profits.

Offers hundreds of amazing money-saving bargains in still and movie cameras, lenses, films, etc. Used equipment accepted in trade. Satisfaction guaranteed!

WRITE FOR FREE BARGAIN BOOK OF CAMERAS AND SUPPLIES!

CENTRAL Camera Co., (Est. 1899)
230 S. Wabash, Dept. LF-14, Chicago, U.S.A.

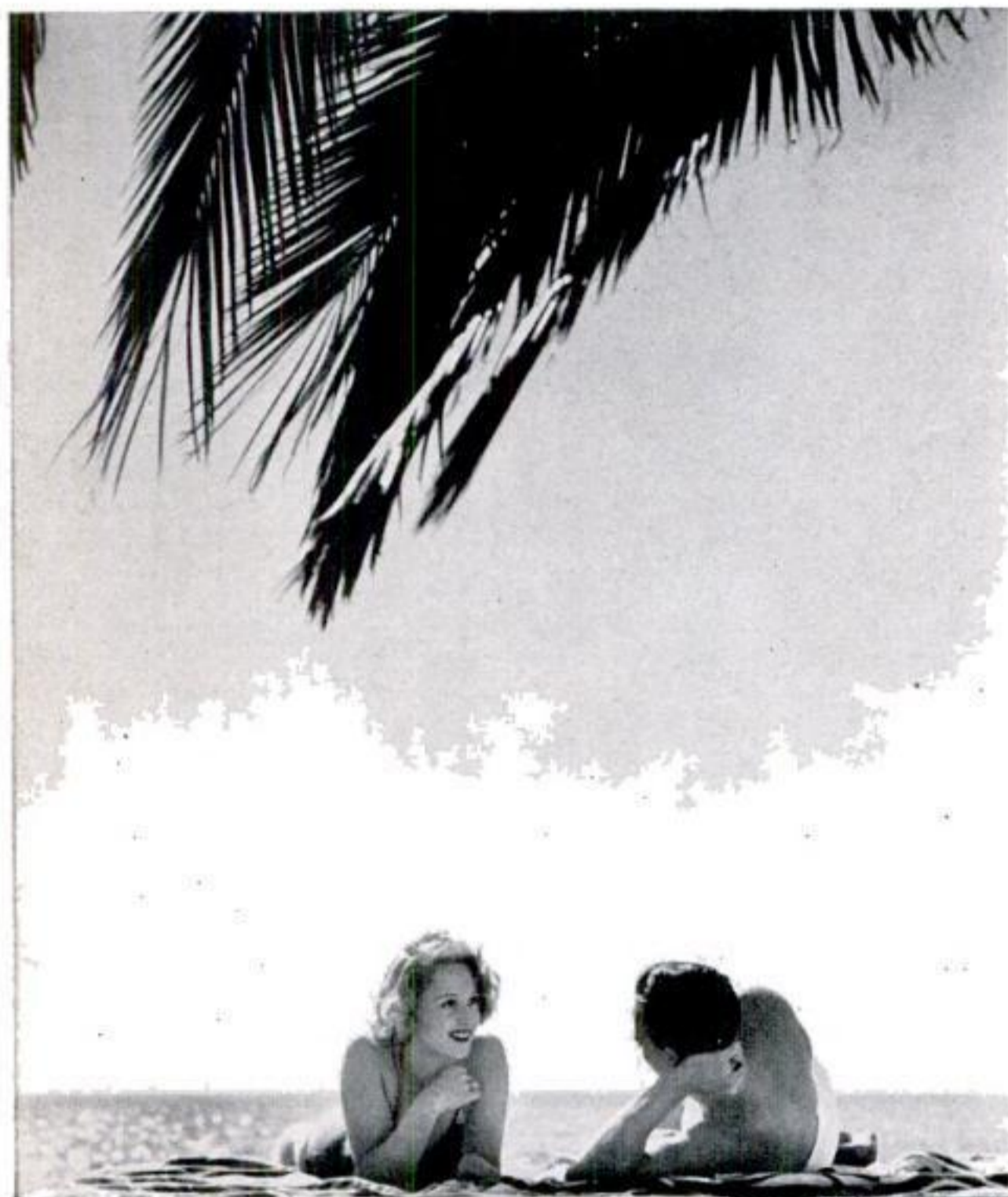
Follow This Man

Secret Service Operator No. 38 is on the job! Running down Counterfeit Gang, Tell-tale finger prints in murdered girl's room. Thrill, Mystery.

The Confidential Reports of Operator No. 38 made to his chief. Write for it. Earn a Regular Monthly Salary. YOU can become a Finger Print Expert at home, in spare time. Write for details if 17 or over.

Institute of Applied Science
1920 Sunnyside Ave.
Dept. 1254 Chicago, Ill.

Question— is SOUTHERN CALIFORNIA just a land of sunshine, flowers and beautiful women?



Answer "NO!" ...WE HAVE OUR FAULTS

We lack the intimacy of New England's neat green hills, the storied courtliness of the Old South, the Midwest's broad, lake-dotted plains, the Northwest's mighty, rushing rivers.

But, just as these things thrill us when we visit you, Southern California's difference will make, we think, your most memorable vacation.

You'll find, for example, the highest mountains in the U. S., with snow peaks, mile-high lakes and streams, meadows, forests. Two hundred miles of ocean, with sandy beaches, rocky coves, giant swordfish and smaller fish that fly, barking seals, pleasure islands, protected waters for sailing, surfing, speed-boating, swimming.

Golf courses by the score, and every other sport. Celebrities, world premieres, smart clubs and shops in Hollywood and Los Angeles. Hospitality in Pasadena, Long Beach, Santa Monica, Beverly Hills, Glendale, Pomona, other cities. Palms and orange groves. Rainless days, cool nights (summer average temperature of 69.4°). Missions, street markets, fiestas. Fascinating oil, movie industries of Los Angeles County. Papaya, sapote, cherimoya, eucalyptus, jacaranda...

You'll find all these and more, just overnight, even from New York, by plane; 2½ to 3 days by train, 5 to 7 by auto or stage, two weeks by steamer via Panama. Costs here are 15% to 32% under the average of 20 leading U. S. resorts.



FREE: Trip Planner

This 80-page Official Guide Book—widely acclaimed by travel experts—plans your trip for you from start to finish: what to see and do, how to get here, time required, itemized cost schedules, plus over 100 photographs, maps, etc... Coupon brings it FREE by return mail; also, the new Official California Picture Map.

Come for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, attractions are unlimited.

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MAIL COUPON TODAY

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Send me free book with complete details (including costs) of a Southern California vacation. Also send free routing by ☐ auto, ☐ rail, ☐ plane, ☐ bus, ☐ steamship. Also send free booklets about counties checked: ☐ Los Angeles, ☐ Santa Barbara, ☐ Orange, ☐ Riverside, ☐ Inyo, ☐ San Diego, ☐ Ventura, ☐ San Bernardino, ☐ Kern, ☐ Imperial.

Name _____ (Please print)
Street _____
City _____ State _____



JOIN THE "Not-Over-50" Club

A boy on a bicycle. A speeding car. Grim tragedy ahead. But *not* if there's a little red arrow on the speedometer that says, "Drive at safe, sane speeds. Keep your car always under control."

Perhaps you've been driving at high speeds for years. And gotten away with it. Lots of people have. But usually you only guess wrong once, no oftener. The fact that 67% of all auto deaths occur on rural highways, where most high-speed driving is done, proves that.

Join the "NOT-OVER-50" Club and play safe. Protect yourself and others from the treachery of needless speed. Let a little red arrow on your speedometer keep you safe.

The "NOT-OVER-50" Club is a vital part of

Lumbermens program to provide car insurance at cost.

Car Insurance at Cost

It is a rigid Lumbermens policy to insure only careful drivers in the first place. And these safety measures that make for fewer accidents and fewer losses, coupled with the Company's 24-year record of sound, economical management, make possible the substantial dividends which are paid back to policyholders every year.

When you insure in Lumbermens, you insure at cost.

Safety Emblems Free

You do NOT have to be insured by Lumbermens to join the "NOT-OVER-50" Club, nor do you place yourself under any obligation. Fleet owners may have insignia for every car and truck.



LUMBERMENS MUTUAL CASUALTY COMPANY Division of Kemper Insurance

"World's Greatest Automobile Mutual"

HOME OFFICE: MUTUAL INSURANCE BLDG., CHICAGO, U. S. A.

**START
SAVING LIVES
Today**

"NOT-OVER-50" CLUB, 4750 Sheridan Road, Chicago, Illinois

Please mail me.....safety packets described above. I understand that these insignia are free and that this places me under no obligation.

☐ Also send me your booklet *How Careful Driving May Pay You a Dollars and Cents Return.*

L-3

Name.....

Address.....

City.....State.....

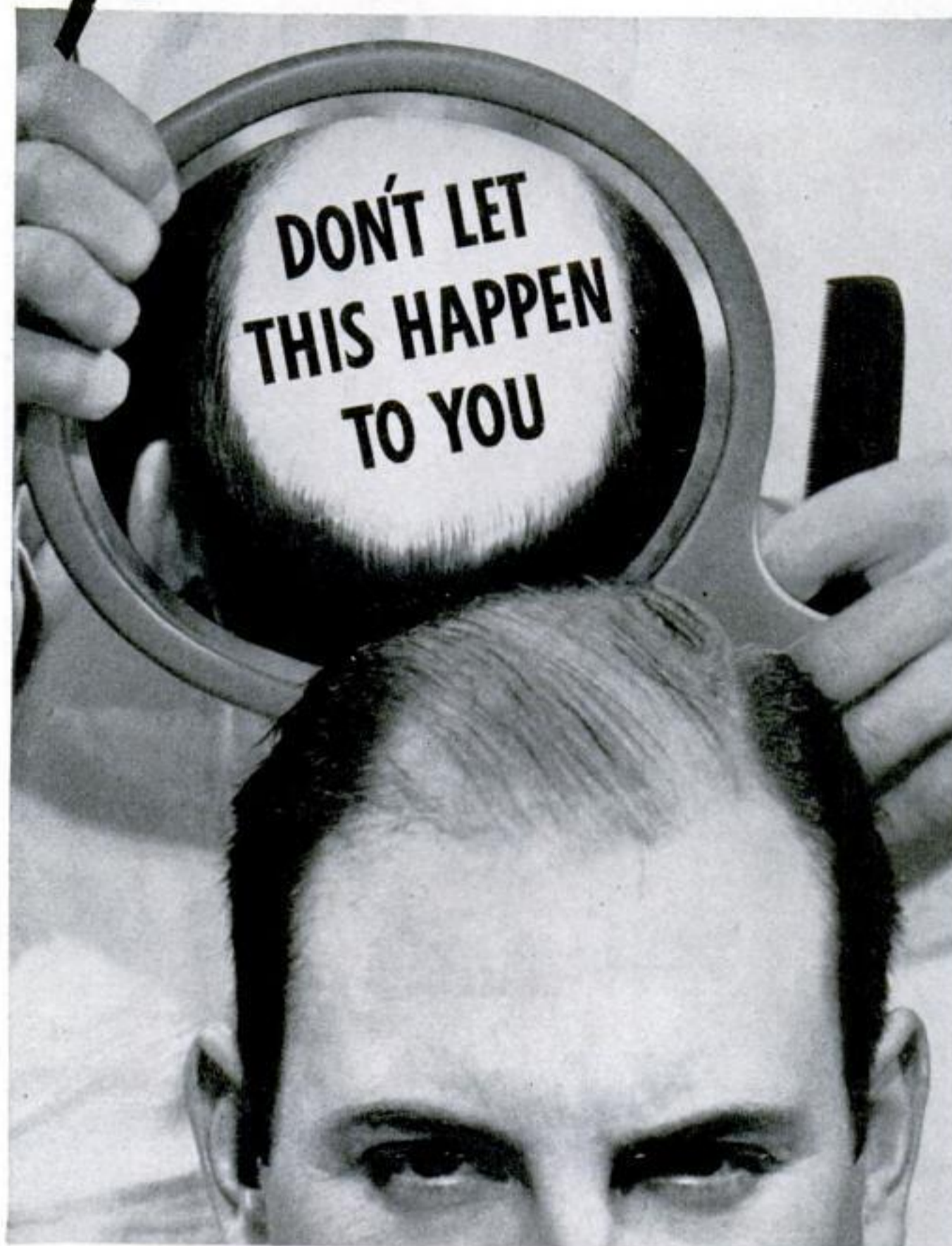


THE mere fact that some tread remains on your tires does not make them safe. Even new treads may be lacking in safety provisions. But to Pennsylvania's master craftsmen, safety is a vital essential of tire design. ● That's why Pennsylvanias cling to the road like leeches, transmit the utmost braking power, resist heat-produced blowouts and tendencies to skid or creep. Dollar for dollar, they're the finest-looking, longest-wearing and most modern tires you can buy. ● Write us for the name of your nearest Pennsylvania Dealer; he'll be glad to demonstrate their extra value for you.

PENNSYLVANIA RUBBER CO. of AMERICA, Inc.
Offices and Factory: Jeannette, Pa.

Fine Craftsmanship in Rubber

*Mister
you're next!*



WHEN your barber suggests a Kreml tonic, you can thank your lucky stars that he is acting on a selfish motive. He wants to help you keep your hair. The bald-headed man gives him blessed little business with the clipper and shears.

Don't let this happen to you! If you have dandruff, if your comb shows traces of falling hair, ask your druggist for a bottle of Kreml and start using it every day at home. Ask for the new Kreml scalp treatment every time you see your barber.

For removing dandruff, for checking falling hair, stimulating and cleansing the scalp and lending lustrous new life to the hair—Kreml enjoys the most spectacular success in America today. Kreml is also an excellent dressing—not sticky or greasy, yet keeps the hair neat as a pin. Women, too, find they love Kreml for the alluring sheen it gives the hair, especially after permanents.

KREML

REMOVES DANDRUFF • CHECKS FALLING HAIR
NOT GREASY • MAKES HAIR BEHAVE

*now greatly
reduced in price*



10,000 LAKES



Sail the "sky-blue waters"—paddle the wilderness trails—lure the fish to battle—MARVELOUS MINNESOTA is your playground! 10,000 lakes and just as many streams offer their vacation charms. . . . Come, taste the tonic of fun and freedom—relax in the quiet of forest solitude! All Minnesota invites you. Let us help you plan the perfect vacation.

FREE FOLDER: Write for new 24 page picture folder showing Marvelous Minnesota!

**MINNESOTA
Tourist Bureau**

244 State Capitol
St. Paul, Minn.

for big days
**MARVELOUS
MINNESOTA**



PICTURES TO THE EDITORS



Greeley Frisked

Sirs:

A New York newspaper, the *Evening Journal*, hid certificates worth money in many places and conducted a treasure hunt by giving clues in its paper. On Friday March 5, the contest was over and it printed that the money hid in Greeley Square had not been found. Then hundreds of people gathered. It was a strange sight to see men crawling on the Greeley statue, taking the statue literally apart. The enclosed pictures are ones I took of the crowd trying to find \$25.

DAVID DEUTSCH

Brooklyn, N.Y.



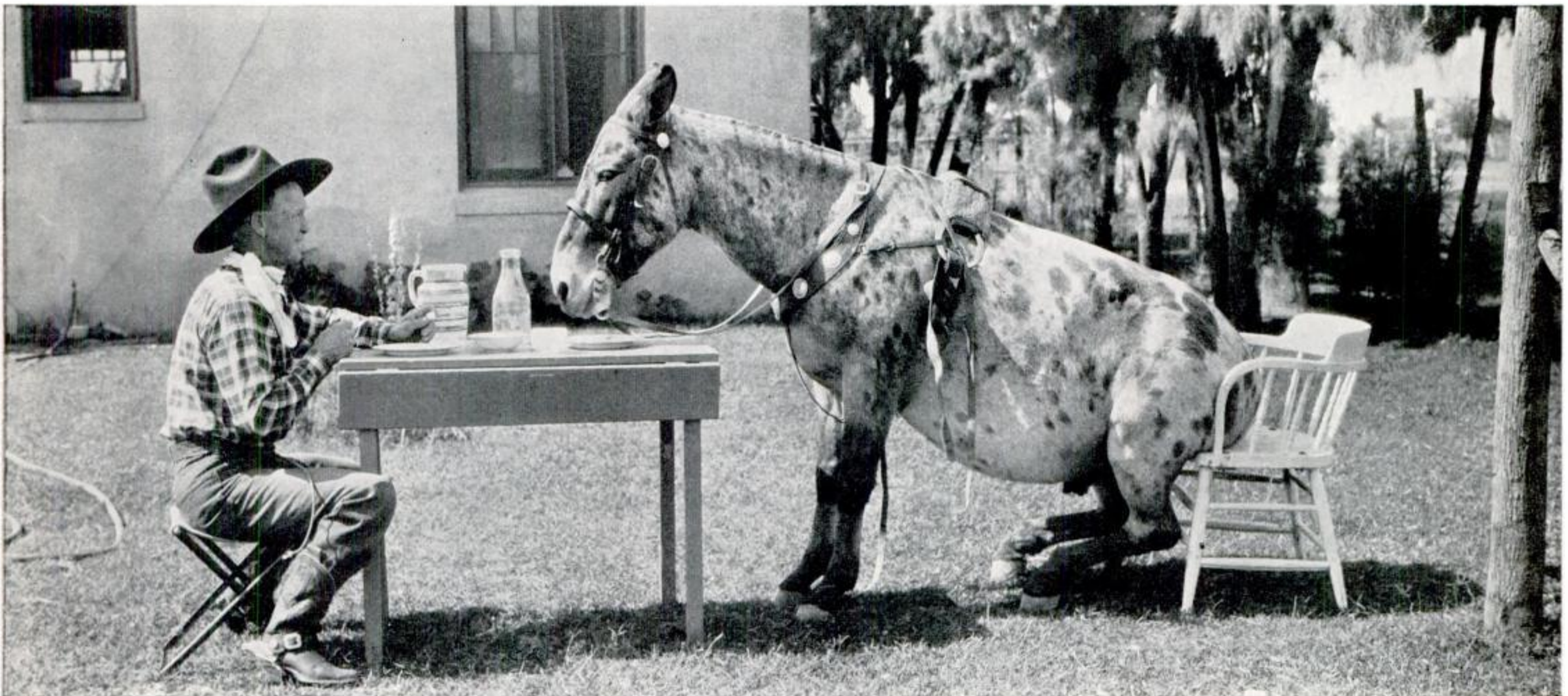
Mother & Child

Sirs:

Working for Tropical Oil Co. here I came across a freak of nature. The mother (at right) is 8½ years old. Her child is 4 months old and I have handled it and played with it myself. This affair is causing a lot of excitement among our medical men. They have been examining her to make sure that same is not a fake. Had a talk with the doctor who advised me that same is the truth and that she is the mother of the child. This "Madre Nana" (child mother) still has her first teeth in the side of her mouth while in front she has half-grown second teeth.

THOMAS GAWN McNAIR

Berranca Bermeja,
Colombia, S. A.



Tea For Two

Sirs:

Mr. Pinky Gist, a cowboy of Maricopa County, Ariz., who lives a few miles north of Phoenix on his ranch doesn't like to eat alone, so his pal

Freckles holds the other side of the table down. Freckles is one of the few spotted mules in existence. What a pal!

CARLTON GROAT

Phoenix, Ariz.

(continued on page 84)

Streamline your waistline



PARIS GARDS

with **2 Snap-on**
interchangeable
pouches

You'd gladly pay extra for this needed, NEW improvement—yet it costs nothing extra. Paris provides two detachable pouches—making one garment do the work of two—permitting frequent changes; affording required convenience; prolonging wear, too. The firmly knit PARIS elastic waistband holds you in properly—firmly—comfortably. Paris Gards—with two interchangeable Snap-on pouches—off and on in a jiffy—\$2.

Next thing you do—get Paris Gards. You'll feel and look better—trimmer. Made by the makers of Paris Garters—Suspenders—Belts—that means Tops.

A. STEIN & COMPANY
CHICAGO • NEW YORK • TORONTO

PARIS MAIL-O-GRAM (If your dealer cannot supply you)

A. STEIN & COMPANY
1153 West Congress Street, Chicago, Illinois
Please send me.....PARIS GARDS at \$2 each
Waist size.....Enclosed is Check.....
Money Order.....Currency.....for \$.....
Name.....
Address.....
Dealer's Name, please.....

PICTURES TO THE EDITORS

(continued from page 83)



Bombers' Thanks

Sirs:

I am enclosing herewith a photograph taken on the occasion of the presentation of the painting donated by LIFE to the 2nd Bombardment Group by Brigadier-General H. C. Pratt.

I take this opportunity to thank you on behalf of the Wing Commander and the Commanding Officer of the Group for your generosity and courtesy.

VINCENT J. MELOY
Major, Air Corps

Langley Field, Va.



Husband Found

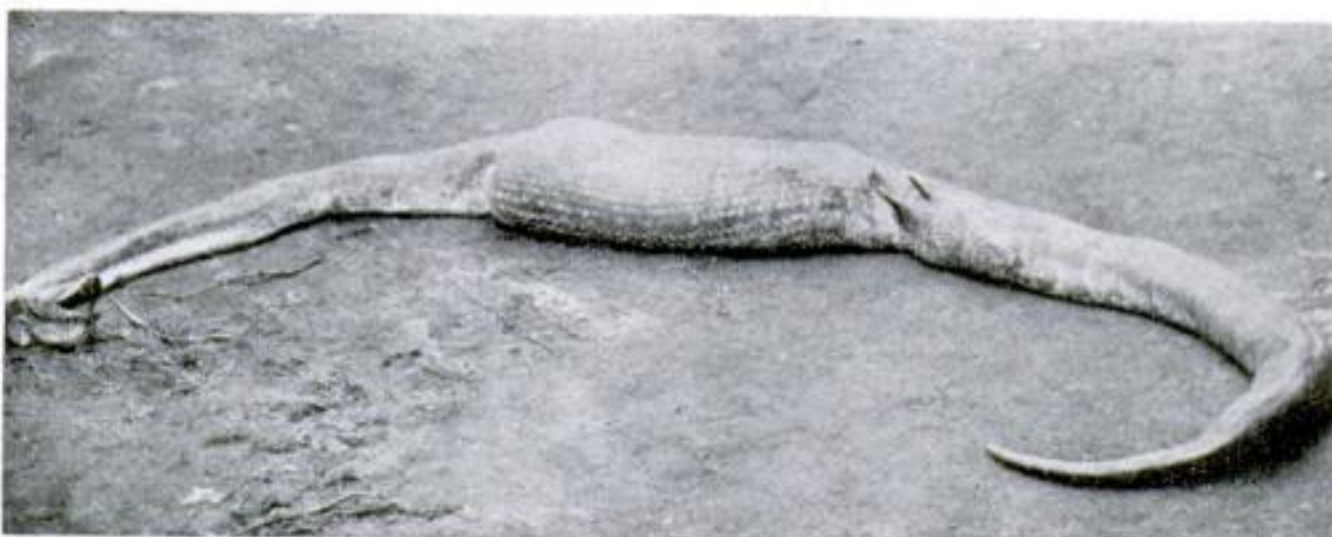
Sirs:

Mrs. Olga Spence of Minneapolis has located her seafaring husband at last. Hugh Spence, a sailor, deserted her and their two children Jan. 1, 1936. Although Mrs. Spence had received no word from him, from past experience she believed him to be sailing the high seas. As she was looking through LIFE for Feb. 1, she saw her husband's face grinning up at her from the Grace Line layout. The caption explained the luxurious accom-

modations and meals afforded sailors on Grace liners. Incensed at his comfort while she and the children have had to go on relief, Mrs. Spence reported her husband's desertion to the county attorney's office. His indictment for abandonment will be asked. Grace Line officials will also be asked to hold Spence for authorities here.

DAVID SILVERMAN
Managing Editor

The Minneapolis Star
Minneapolis, Minn.



Fatal Meal

Sirs:

Your March 22 issue gave us photos of deadly pythons and helpless victims. But here I submit the winner—a stubborn victim that posthumously killed its South African captor. Although its bones had been crushed, the horns of the steinbok (South African deer) survived the swallowing. That's where Mr. Python made his mistake. The sharp prongs

soon wore holes through the snake's side and the complacent gorger never woke up from his nap. Victor and vanquished were found by a friend of Corwin Wickersham, vice-president of Standard Brands, Inc., who took this remarkable picture. The outline of the steinbok can still be plainly seen beneath the antlers.

CARROLL VAN ARK
New York, N.Y.



AT LAST!
AN INK THAT'S
REALLY
PERMANENT!

Parker's New Ink Creation
EQUALS OR BETTERS
U. S. GOV'T. STANDARDS

in 8 Important Ways:

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|--------------------|-------------------------|
| 1. Water-resisting | 5. Correct flowing |
| 2. Anti-fading | 6. Anti-corroding |
| 3. Non-clogging | 7. Non-molding |
| 4. Quick-drying | 8. Anti-deposit forming |

Equally Good for Steel or Fountain Pens

When scientists tested The Parker Pen Company's new \$68,000 ink creation—Parker PERMANENT Quink, in Royal Blue, Blue-Black and Black—they found it to equal or surpass the 8 U. S. Gov't. Specifications shown above. PERMANENT Quink flows at exactly your writing speed in steel or fountain pens—is anti-deposit forming, 24 times better than Gov't. Standard, and 56% more anti-corrosive. Also Parker Quink does this:

1. Cleans a pen as it writes—a Parker or any other pen. Contains a harmless ingredient that dissolves sediment left by pen-clogging inks.

2. Quink dries ON PAPER 31% faster than old-style, yet does NOT dry in a pen.

Made 2 ways—WASHABLE for home and school—PERMANENT in all standard colors for accounting and permanent documents. Parker Quink is rich, full-bodied, brilliant—never watery. Get it at any store selling ink. Small bottles at 15c and 25c, up to quarts, 5-gal. jugs and 50-gal. kegs.

Parker
Quink
At all stores selling ink.



Honey Moon
Days Again

ALL-VEGETABLE
CORRECTIVE
Makes Them
Feel So Alive

FOLKS just can't believe what an amazing difference there is in the way they feel after using a natural, all-vegetable laxative that really cleanses their system the way nature intended. But all around you people, millions of them, know how Nature's Remedy (NR Tablets) rids them of draggy headaches, colds, upset stomach, when caused by sluggish bowels. See for yourself. Know what it means to use a purely vegetable laxative. See how gently and naturally it works, leaving you feeling refreshed and alive. Get a box of NRs—25 tablets only 25 cents at any drugstore.

NR TO-NIGHT
TOMORROW ALRIGHT

FREE: Beautiful Six-color 1937 Calendar-Thermometer. Also samples of NR and Tums. Send stamp for packing and postage to A. H. Lewis Co., Desk 118D-18, St. Louis, Missouri.

23 LANGUAGES

SPEAK ANY MODERN LANGUAGE
IN 3 MONTHS BY LINGUAPHONE
UNIQUE METHOD BRINGS VOICES
OF NATIVE MASTERS INTO YOUR
OWN HOME...SEND FOR FREE BOOK
LINGUAPHONE INSTITUTE
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Thumb-Sucking STOPPED THE NEW WAY

Simply apply BITE-X to thumbs or finger tips. It instantly forms a tough transparent coating unpalatable to taste. Also stops nail biting. Contains Aloin, 3.1%—Oleo Resin Capsicum, 1.5% in a collodion base. Approved by child specialists. Send for free booklet.

Satisfactory Results or Money Refunded
MAIL \$1.00 to Dept. L-4
Child Welfare Guild, 386 4th Ave., New York



Enjoy your trip
Mothersills

SEASICK REMEDY
Makes "Deck Activities" Enjoyable
And Tea a Welcome Event



Business grows on the
forms, communications and
sales literature it uses

MULTILITHING

is the New economical way
to produce these essentials

Supporting the working organization of any business is its system of written instructions, records and reports . . . its inside and outside communications . . . its advertising and selling literature . . . words, lines and pictures on paper.

Efficiently organized and used, these *tools of accomplishment* give life and force to business. But, obviously, their quality and cost are important factors. And quick, easy production adds to their value in time saving.

Business now has available a *new* and *faster* method for production of all these office, store and factory essentials . . . a *quality method for office use* that also saves large sums of money. That *new, improved* office method is Multilithing!

Write, on business stationery, for Facts About Multilithing, with samples of typical work by this wholly different process.



SAVE
on any of these

Announcements
Booklets
Bulletins

Catalogs
Folders
Invoices

Labels
Letterheads
Mailing Cards

Price Lists
Ruled Forms
Statements

Wrappers
and hundreds of other
ink-on-paper jobs

ADDRESSOGRAPH-MULTIGRAPH CORPORATION

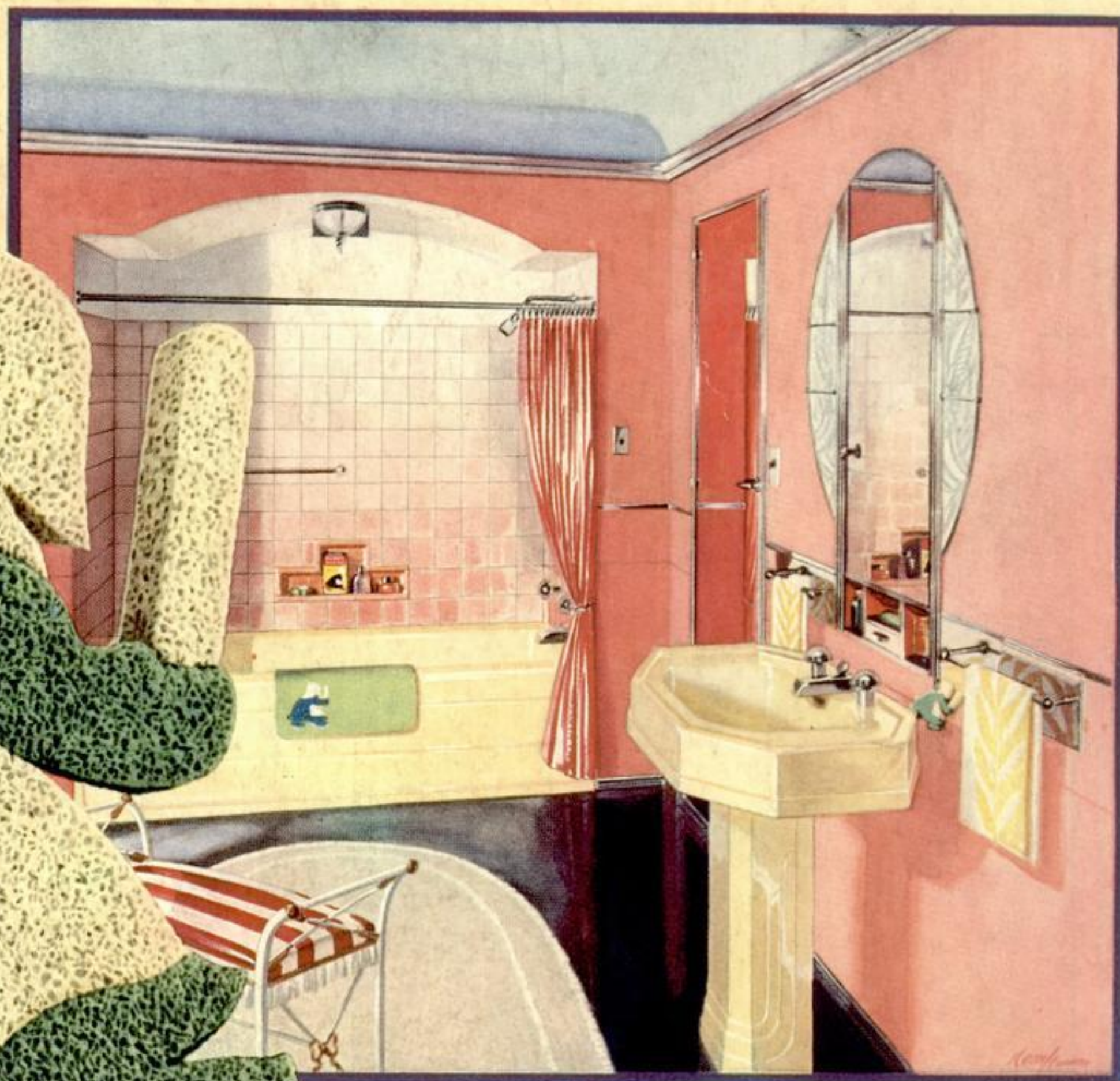
CLEVELAND, OHIO

ADDRESSOGRAPH-MULTIGRAPH OF CANADA, LIMITED, TORONTO

Sales Agencies in Principal Cities Throughout the World

Multilith is a new development by the makers of Multigraph . . . and Set-O-Type, Compotype and Noiseless Folding Machines . . . used all over the world for more than thirty-five years. All machines are sold on convenient terms.

Get this attractive
bathroom sponge.
See coupon below.



Give your home that clean "Old Dutch Complexion"

This test proves that Old Dutch doesn't scratch
because it's made with **SEISMOTITE**

REG. U. S. PAT. OFF.

MAIL THIS COUPON AND GET THIS ATTRACTIVE OLD DUTCH RUBBER CLEANING SPONGE

For 10¢ and one Old Dutch label. Available in both green and white and blue and white.

Hang up one of these Old Dutch rubber sponges in your bathroom and one in your kitchen. Together with a little Old Dutch they do a quick and thorough cleaning job. Children enjoy using it for bathing. Send 10c and the windmill panel from an Old Dutch label for each sponge. Use the coupon or just send the labels and money with your name and address. Specify color of sponge desired. Send for as many as you wish. This offer good only in the U. S. and Canada.

OLD DUTCH CLEANSER

Dept. S 503, 221 N. La Salle Street, Chicago, Illinois

Please send me... Old Dutch cleaning sponges in colors checked. I am enclosing for each sponge, 10c and an Old Dutch windmill panel.

☐ Blue and White ☐ Green and White

Name _____

Street _____

City _____ State _____



NO SCRATCHING...
NO GRINDING WHEN YOU
USE OLD DUTCH!

Here's a simple test that may add years of life to your bathtub and sink and make your every-day cleaning much easier.

Sprinkle a little Old Dutch Cleanser on the back of an ordinary porcelain plate, rub with a coin and listen. You'll hear no grinding or grating—proof positive that Old Dutch is free from harsh, scratchy grit.

Now make the same test with ordinary cleansers and notice the difference. Remember this is exactly the way cleansers react on your bathtub, sink and washbasin. Remember, too, that once the smooth outer glaze is scratched or worn away, the slightly porous surface underneath catches stains and dirt easily and makes your daily cleaning ever so much harder.

In the name of easier cleaning, and better looking kitchens and bathrooms, use safe Old Dutch.



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